

# SUMMER

10-14 SEPTEMBER 2020

Press release

## **PALAKISS, LOOKING TO THE FUTURE: READY SALE, ALSO ONLINE, ALL YEAR ROUND**

### **The attendance of buyers was in line with expectations, despite the current situation**

*Vicenza, 15th September 2020* - The will to restart and to be there, were the elements that characterized this edition of Summer, the national jewelry show of Palakiss, a gold and silver delivery show, which ended on 14th September in Vicenza.

With 51 exhibiting companies from Emilia Romagna, Tuscany, Lombardy, Puglia, Veneto, Lazio, Sicily, Liguria, Turkey, Poland, Portugal, San Marino, and with buyers attending in line with the organizers' expectations, despite the current situation.

*"The appointment with Summer was the occasion that officially sanctioned the desire to restart after months of lockdown; Palakiss reopened, guaranteeing operators a safe stay.*

*- says the managing director of Palakiss, Andrea Marcon - In this edition there was a fair presence of Italian and foreign buyers, coming from Poland, Croatia, Hungary, Spain, Portugal, France, Germany, Austria and Switzerland, who made it possible to give our industry a concrete signal to restart».*

On the occasion of Summer, buyers who were unable to physically participate in the event were given the opportunity to virtually enter the booths through the "Palakiss Physical & Digital" format. Twelve participating companies have joined the project, developed by Palakiss with the Jewelry Virtual Fair digital platform ([www.jewelryvirtualfair.com](http://www.jewelryvirtualfair.com)) in collaboration with Alo Solutions, with encouraging results for this first phase of teasing and which have resulted in online sales, in digital meetings with already active buyers, and in some cases in meetings and contacts with new customers.

*"Our goal for the next few months is to continue to offer our customers the" Palakiss Physical & Digital "format throughout the year, a digital service that brings the buyer inside the booth, a way that it will not replace the physical meeting, but which has all the potential to become an additional business tool, to conclude cash and carry sales».* **Marcon concludes.**

*More info at [palakiss.com](http://palakiss.com)*

#### **Info per i media**

[www.meneghinieassociati.it](http://www.meneghinieassociati.it)

M +39 347 1010498

e-mail: [pressoffice@meneghinieassociati.it](mailto:pressoffice@meneghinieassociati.it)