

# Gemvision Marks Return at In-Person European Show



It was a long pause during the global shutdown, but we were so excited to be back out to see the many people who make the jewelry community and industry great.

Gemvision is always eager to keep in touch with its customers. Since we now live in a digital-first world, meeting our customers face-to-face is highly valued. It is always an excellent opportunity to maintain and grow relationships within our community.

The largest European exhibition dedicated to goldsmith and jewelry, VICENZAORO, was able to open its doors this month for the first time since COVID-19 shut down international markets. We were so fortunate to visit the tradeshow together with our partner in Italy, [Gemvision Formacad](#).

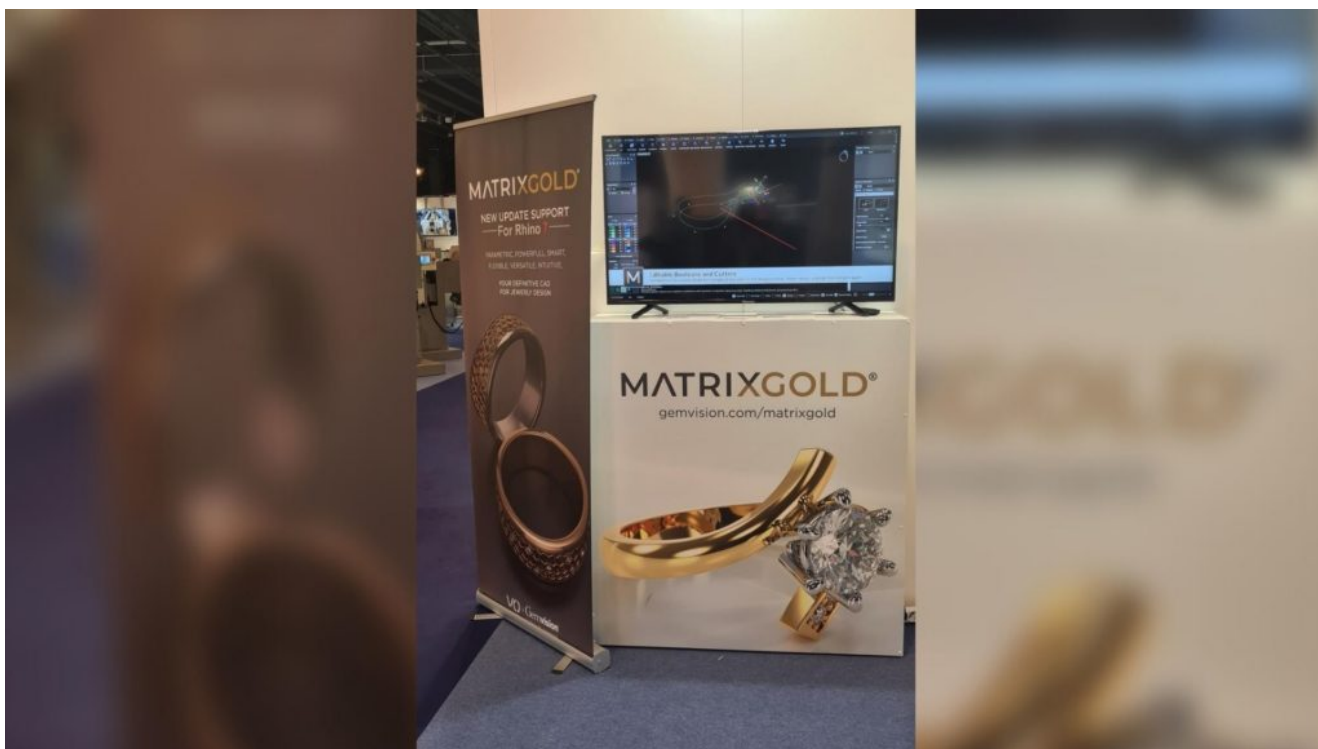


VICENZAORO was the first international engagement allowed in Europe. There were over 800 exhibiting companies, with 30% of the participants being international.

There was a strong presence of determination and enthusiasm to promote female empowerment throughout the industry during the event. There were also many opportunities for debate about the sustainability of the entire production and selling methods.

We will admit that it was a truly fantastic experience. We all enjoyed the hustle and bustle of the tradeshow. It felt as if

the entire industry was waiting for an event like this one to spring back into action.



We were able to meet with many of our customers and listen to their first impressions of the new [MatrixGold®](#) and [CounterSketch®](#) updates that were released by Gemvision the prior week. Hearing their feedback about our products is what we love the most and look forward to in events like these.

It's great to be back and we look forward to a busy end to 2021 with even more in store for next year.