



FIERA MILANO



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PTE - PROMOTIONTRADE EXHIBITION RETURNS IN JANUARY 2023

*The event will be held at Fiera Milano, Rho, from 25 to 27 January.
Partial contemporarity with HOMI is confirmed,*

Milan, 12 September 2022 – **PTE-PromotionTrade Exhibition**, the event dedicated to advertising, giftware, promotional textiles and customisation technologies announces the dates for the next event, at **Fiera Milano, from Wednesday 25 to Friday 27 January 2023**. The venue in the Rho district is therefore confirmed, once again in Hall 18.

At the heart of the proposal, **sustainability** and the **quality and durability of products**, focus for operators and that will be the guiding principle of an event that aims to showcase the best of the market, presented in all its aspects.

The **promotional and textile** area will be dedicated to the best of the products in the catalogue, with new proposals for gifts, textiles and corporate gifts and for celebrations, able to respond to every type and budget requirement.

Technological innovation, on the other hand, will be the star of the **tech area**, which will provide space for machines and solutions capable of customising all kinds of materials and products. Completing the technological offer is also the **PTE Lab**, which will see numerous machines in operation and where it will be possible to discover the new technologies animating the sector, devise new projects and exchange views with all the leading players in the industry.

HOMI: CONTEMPORARITY IS CONFIRMED

PTE 2023 confirms the semi-contemporarity with **HOMI**, the Lifestyle Exhibition (to be held from 26 to 29 January 2023), which will take place in the neighbouring halls. Specialists in the promotional and customisation sector will therefore be able to **visit the other event** again this year with the **same ticket**, expanding contact and business opportunities and developing new synergies that will create a positive fusion of content and ideas.

Interesting moments of inspiration can be derived from the HOMI proposal that will open a further window on items that can be used for promotional activities, corporate gifts, anniversaries and prize competitions.

The **PTE event - PromotionTrade Exhibition** will be at Fiera Milano, Rho, **from 25 to 27 January 2023**.

<https://www.promotiontradeexhibition.it>