



**FIERA MILANO**



Ufficio stampa  
PTE - Promotion Trade  
Exhibition

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## **PTE-PROMOTIONTRADE EXHIBITION WILL BE HELD FROM 7 TO 8 SEPTEMBER 2021 AT FIERAMILANOCITY**

*Milan, 9 December 2020. PTE-PromotionTrade Exhibition, Italy's only annual event for advertising products, promotional garments and personalisation technologies, initially scheduled for January 2021, **will be held from 7 to 8 September at fieramilanocity.***

The new location in the Fiera Milano exhibition calendar, in the second strategic moment of the year for the promotional sector, will also allow the event to benefit from **the fact that HOMI, the Lifestyle Trade Fair**, which presents a product which is complementary to that of PTE, is taking place at the same time. For this very reason, and in line with previous editions, PTE trade visitors will be able to visit HOMI free of charge, to seek new inspiration and evaluate new business opportunities. This collaboration allows both Fiera Milano exhibitions to boost their visitor numbers and create a positive fusion of content and ideas.

PTE is the platform available to manufacturers, importers and distributors to meet the market of intermediaries in the promotional world and of printing and personalisation professionals.

In the meantime, the event is continuing its march towards its twenty-first edition also through new projects. One of them is **#PTEPeople**. PTE is an exhibition made up of people, relationships, products and stories that together form the #PTEPeople community. An opportunity that allows operators to stay in touch with the market all year round, thanks to spaces for visibility and promotion on all the event's digital channels.

The PTE-PromotionTrade Exhibition will take place from 7 to 8 September 2021 at fieramilanocity.