



**FIERA MILANO**



Ufficio stampa  
PTE - Promotion Trade  
Exhibition

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## Promotional gadgets at the trade fair become green

*PTE- PromotionTrade Exhibition, Italy's the only annual event dedicated to the world of advertising specialities, promotional garments and personalization technologies, on at fieramilanocity from 22 to 24 January, will shortly celebrate its 20<sup>th</sup> edition, steeped in art and sustainability.*

*Milan, 20 January 2020.* Just a few days left until the opening of PTE - PromotionTrade Exhibition, the only annual event in Italy dedicated to the world of advertising specialities, promotional garments and personalization technologies. The exhibition, organised by Fiera Milano, will take place at fieramilanocity from Wednesday 22 to Friday 24 January 2020.

165 exhibitors (including businesses, brands and represented houses), 28% of which from abroad. 14 countries will be present: Italy aside, the most represented countries will be France, Germany, Poland and Spain. PTE- PromotionTrade Exhibition is the reference point for trade operators working in the promotional personalization production chain.

PTE will celebrate its twentieth year as it continues to strive for quality growth, an increasingly international approach, an eco-sustainable outlook and a return to made in Italy products.

**Sustainability** will be the *keynote* at this edition of the event. On 23 January, the second day of the event, PTE, Fiera Milano and Fondazione Sodalitas, a reference organisation for the promotion of Corporate Social Responsibility and Sustainability in Italy, will present a seminar entitled "How to integrate sustainability within the gadget supply chain: stories and tools". The meeting will elaborate on issues to be considered in the entire life cycle of "sustainable" advertising specialities: from production processes which optimise environmental impact, to selection criteria for a sustainable product and how to satisfy customers who are showing a growing social and environmental awareness. Concrete experiences and operative tools will be shared by

Bureau Veritas and Gam Edit, along with the social useful NPO Mission Bambini, which will demonstrate what a fair trade gadget really is. Sustainability at PTE will also have an aesthetic connotation. A **Green Path** will enrich the layout of the event: the themed path showcasing exhibitors presenting products with ethical eco-sustainable, recycled, environmentally conscious contents, demonstrating the commitment of companies in the advertising sector towards the environment and the planet. Throughout the event there will be no shortage of moments dedicated to training and in-depth discussion, with a busy schedule of seminars and workshops for visitors and Exhibitors which kicks off on the first day.

**PTE Lab**, the area dedicated to synergies, will also be present this year. It will host exhibitors' machinery which will operate to unite various personalization techniques and create veritable productions of garment and gadgets. The area will be divided into two sections: a production area and a LIVE demo area. PTE Lab has been developed and managed by Angelo Barzaghi from Accademia Serigrafica, in collaboration with Mob Square by Alessandro Barzaghi. Created and personalized clothing and accessories will then be worn by models and will feature on the catwalk and in presentations. The theme of this year's edition of PTE is **Art** and will involve the Brera Academy of Fine Arts, with a few students from its School of Painting who will provide their works for reproduction on different materials using various techniques. Eight different personalization techniques will be used.

Lastly, reciprocal synergies continue to be nurtured with HOMI, the Lifestyle Trade Fair. Trade operators at PTE will receive a free entry to visit HOMI, whose dates will partly overlap with the trade fair event. HOMI will be on at fieramilano-Rho from 24 to 27 January.