



FIERA MILANO



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PTE - PROMOTION TRADE EXHIBITION: JANUARY APPOINTMENT FOR A SUSTAINABILITY AND ORIGINALITY EDITION

After last September's special edition, the "classic" appointment with the event returns, at the same time as HOMI

Milan, 9 December 2021 - **PTE-PromotionTrade Exhibition**, the event dedicated to advertising gifts, promotional textiles and personalisation technologies, returns to **Fiera Milano 26-28 January 2022**.

This confirms the location in the Rho district, a location already successfully tested during the special edition, but in a dedicated hall - number 10 - adjacent to those of HOMI, the Lifestyle exhibition, which will once again take place at the same time.

THE 2022 EDITION

Promotional products will once again find their main opportunity at the fair to present their range and quality to operators, with a proposal dedicated to the two main areas of the sector: **promotional items and textiles and customisation machines**, the key players in the **tech area**.

Many leading companies in the promotional sector have already confirmed their participation - including **Camac Arti Grafiche, Get Impressed, Giving Europe Italia, PF Concept Italia, Midocean Italy, Sipec, Silicon** and **Xindao Italia** - and will be present with the best of their catalogues and new proposals of gifts, textiles and corporate and anniversary gifts able to respond to all time and budget requirements.

This edition will also focus on quality products, thanks to the "made in" offer of companies such as **Atut Primar, Bottinelli, Klio Eterna, Maxema, Perletti, Schneider** and, for the first time, **Doppler** and **Loacker**.

Lastly, on the machinery front, the attendance of **Agfa, Amex, Anatol, Breva, Brother, Comagrav, Epson, Graphtec, Happy Japan, Liyu, Maitech, Riso, Roland, Xerox** is confirmed.

The common thread of the entire proposal, from objects to textiles, from inks to printing machines, will be **sustainability**: materials that are 100% recyclable or recycled, ethical fabrics, certified supply chain, but also water-based inks and energy-saving technologies.

The desire to do and innovate that characterises the sector will also be the focus of special areas at the event. In fact, the **PTE Lab** has been reconfirmed within the tech area, a space that will see numerous machines in operation and where it will be possible to discover new techniques, create new projects and exchange opinions with all the main players of the supply chain.



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The offer is completed by training and information events, opportunities for discussion and professional updating. So there is room for new ideas, best practices and useful advice that can help you to better satisfy your customers and find new business opportunities.

HOMI: THE ADDITIONAL OPPORTUNITY

PTE will be taking place partly in conjunction with HOMI, the Lifestyle Exhibition (27-30 January 2022), offering an additional opportunity for promotional and personalisation specialists. In fact, operators will be able **to visit the other event with the same ticket**, expanding contact and business opportunities and developing new synergies that will create a positive exchange of contents and ideas.

Interesting ideas can be derived from the HOMI promotional path, dedicated to proposals for promotional activities, corporate gifts, anniversaries and prize competitions. There will also be special initiatives designed to highlight the latest trends such as sustainability and made-in, which are of particular interest to the promotional world, which makes these two values two distinctive elements of its proposal.

The appointment with **PTE - PromotionTrade Exhibition** is at Fiera Milano, Rho, from 26 to 28 January 2022.

<https://www.promotiontradeexhibition.it>