



Press Office  
Fiera Milano  
+39 02 4997 6675  
+ 39 02 4997 7939  
homipress@fieramilano.it

## Press office

### **PTE IS READY FOR ITS RELAUNCH WITH A SPECIAL EDITION IN SEPTEMBER, AT THE SAME TIME OF HOMI, AT FIERAMILANO (Rho)**

*Milan, 17 June 2021.* PTE-PromotionTrade Exhibition, is the only annual event in Italy dedicated to the world of advertising items, promotional textiles and personalisation technologies scheduled **from 7 to 8 September 2021** at **Fieramilano** in Rho.

The new location will allow the event to be held in the same venue and at the same time as HOMI, the Lifestyle Exhibition, which introduces a range of products complementary to those offered by PTE. A synergy that will allow the two exhibitions to reciprocally expand contact and business opportunities, creating a positive contamination of content and ideas.

Strongly wanted by the entire sector community, this special PTE 2021 edition features its easy and lean format, to gather together manufacturers, importers and distributors and all the professionals who revolve around the manufacturing and distribution chains in the promotional world. In September, PTE will run for two days, ahead of the 2022 edition which will return to its traditional format in late January.

**PTE 2021** will take place in full safety by welcoming exhibitors and visitors according to a safe business protocol developed with the support of a team of experts to ensure that every health aspect is addressed to safeguard everyone against the pandemic.

The appointment with **PTE-Promotion Trade Exhibition** is **from 7 to 8 September 2021 at Fiera Milano** (Rho) with HOMI and the supersalone, the special 2021 event featuring the Salone del Mobile and Milan Design Week