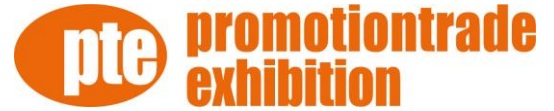




FIERA MILANO



Ufficio stampa
PTE - Promotion Trade
Exhibition

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The world of advertising specialities and personalisation technologies returns to fieramilano

PTE-PromotionTrade Exhibition, the leading Italian event dedicated to the world of promotional products and one of the biggest in Europe, moves to Rho and creates new synergies.

Milan, 8 July 2020. PTE-PromotionTrade Exhibition, the only annual Italian event dedicated to the world of advertising specialities, promotional garments and personalisation technologies, will be held at fieramilano-Rho for the very first time, from 27 to 29 January 2021 (thus benefiting from an overlap with HOMI, the Lifestyle Exhibition). Its positioning in January, at the start of the year, is very strategic, offering the entire sector the possibility to present its new products while visitors can effectively plan their investments and purchases.

Organised by Fiera Milano, the exhibition presents two important new features for its 21st edition.

PTE will be held at the Rho exhibition district for the first time. The next edition will in fact take place at a cutting-edge exhibition centre, able to satisfy every need. A location in which to do business thanks also to the many services on offer. From logistics to catering, from technological services to the functionality of spaces, visitors and exhibitors at PTE 2021 will be able to enjoy a stand-out service in support of a growing exhibition that will also incorporate a new project this year, PTEPeople, a platform that will allow trade visitors to keep in touch with the market all year long, thanks to visibility and promotional opportunities across all the exhibition's digital channels.

More than 160 exhibitors (in terms of the companies and brands represented) took part in the last edition, of which approximately 30% came from abroad. Many countries were in attendance and the best represented, aside from Italy, were France, Germany, Poland and Spain. PTE is a unique platform on which manufacturers, importers and distributors can meet with the entire Italian market, from promotional

product representatives to printing and personalisation professionals. Essentially, a place in which two souls blend, with specialities and textiles on the one hand and printing technologies on the other. In addition, the new location will allow for greater synergy between PTE and HOMI, the Lifestyle Exhibition, which presents a product range to complement that of PTE. For this very reason, and in line with previous editions, PTE trade visitors will be able to visit HOMI (fieramilano-Rho 29 January to 1 February 2021) 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. Lastly, PTE continues to retain its role as a marketplace for ideas. The exhibition is a time for training and discussion between professionals and experts in the world of printing and personalisation, all of whom come to the exhibition to discover the latest market response.

The sector is increasingly attentive to sustainability. And PTE will be tinted green once again in 2021. Following on from the success of the last edition's *Green Path*, a themed pathway within the event that highlighted those exhibitors presenting products with ethical content, whether relating to environmental sustainability, recycling or environmental awareness, the upcoming edition will once again take a decidedly green approach. The entire value chain relating to advertising specialities is increasingly "sustainable" in fact, from production processes that optimise the environmental impact, to criteria used to select a sustainable product, as well as an awareness of the growing social and environmental sensitivity of customers.

The PTE-Promotion Trade Exhibition will take place from 27 to 29 January 2021 at fieramilano-Rho.