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Promotion Trade Exhibition: Successful start to the year

I – After PTE – **Promotion** Trade Exhibition was staged in March instead of at the beginning of the year in 2022 due to COVID-19, the trade show returned to its usual venue date from January 25-27 in 2023. It was held – contrary to former years – in the RHO Milan Exhibition Centre in Hall 18. As a rule in the past it was held at the Milano City exhibition grounds. The organisers, **Fiera Milano**, which the PTE purchased from the founder O.P.S. several years ago, hoped to gain synergies from the almost simultaneously staged (January 26-29) lifestyle trade show, HOMI, in the adjacent halls.

According to official accounts, 105 exhibitors presented their wares and fares to the trade visitors, exclusively promotional products consultants and distributors or agencies, who had to prove their industry affiliation. The exhibitors offered a representative overview of the market and frequently exhibited at attractive and individual CI-compatible stands. The exhibitors comprised of the suppliers of haptic advertising, who formed the largest part of the

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exhibition that was indicated by orange carpets, and the providers of customising and individualising techniques – the latter zone was signalised by blue carpet.



The majority of the exhibitors came from Italy, but also suppliers for instance from Germany, Poland, Spain, Slovenia, Switzerland and the Netherlands were present. Remarkable: Several large importers, who were not found at the PSI Show in Düsseldorf in mid-January, presented their classics and novelties here. Once again, a dominating theme at the stands of this event: Sustainability and "green" products.

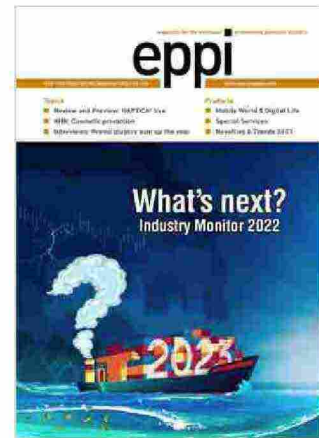
The exact attendance figure wasn't available at the time of going to press. However, the exhibition evidently especially attracted a high number of visitors in the morning. Obviously all parties concerned were delighted to have the opportunity to engage in a "live" exchange again. An exceptionally good mood prevailed. The event was rounded off by lectures, demonstrations and training in the PET Lab, where personalisation and individualising techniques were also demonstrated.

A detailed report will be published in *eppi magazine* No. 147 (February 22, 2023).

// Michael Scherer

<http://www.promotiontradeexhibition.it>

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