

Press release

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All the "Top" buyers attended Premium Sourcing!

On the 5th and 6th of September in Paris, the second Premium Sourcing event delivered on its promises. 1,519 unique visitors, from key companies in the sector, came out to meet with their main suppliers of promotional garments, gifts and corporate gifts.

With a targeted, friendly set-up in an exceptional, contained setting over 3,500m², it offered **two days of meetings to get down to business at a key period of the year**. Premium Sourcing has all the ingredients making it an event where the quality of contacts matters more than the actual crowds.



The Paris exhibition, which had already been almost fully attended from the very first event in 2011 with 1,424 visitors, still recorded an increase in the number of visitors, as the 2012 event attracted 1,519 unique visitors (1,642 visits in total) - that is, an **increase of 6.74%**.

Even more importantly: amongst the 866 companies represented, all the main retailers of promotional products attended the event. In fact, almost 80% of the "Premium" visitor base, comprised of 300 of the largest companies in the sector, were there.

Guillaume Abou, Director of 656 Editions and Co-organiser of the exhibition in partnership with the European Sourcing Group, was proud of the increase in the weight Premium Sourcing carries:



"The objective of an event like Premium Sourcing is not to continually attract more visitors, it's to continually attract more targeted visitors. Initial feedback received from our exhibitors, of which there were 119 this year, was very positive. They presented, in Paris, a selection of targeted products and promotions for the end of year period. These two days really offered fruitful meetings generating business for all".

This second Premium Sourcing event also provided the opportunity to award the **Green Goodies trophies** to winning suppliers. This competition on the most "sustainable" promotional products that also respect the environment was held during the CTCO exhibition in February 2012, an event also organised by 656 Editions.



www.premium-sourcing.fr

Premium Sourcing

The business meetings for promotional gift, promotional garment and corporate gift professionals

- 5th and 6th of September 2012
- The Docks, "Cité de la Mode et du Design" Paris

- Exhibition area: **3,500m²**
- Number of exhibitors: **119**
- Number of visitors: **1,519**

Organisers

[656 Editions](#) & [European Sourcing Group](#)

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