



Premium Sourcing, Paris Continued success

F – The weather was symbolic for the level of satisfaction of the exhibitors, visitors and organisers regarding the second edition of Premium Sourcing: The show was staged amid beautiful sunshine, a clear sky and summer temperatures. After last year's successful premiere, the venue location was once again the "Cité de la Mode et Design" in the docks of the Seine in the heart of the French capital which offers a view over the river.

According to official accounts, 119 exhibitors – promotional products specialists and generalists, including in addition to French companies also internationally operating suppliers – presented their products and services on September 5 and 6, 2012 to 1,519 trade visitors representing 866 different companies, who had to prove their industry membership. As in the previous year, the event was jointly organised by the French publishing company 656 Editions and European Sourcing. Both companies cooperate as equal partners and also organise among others the successful show in Lyon, the CTCO.

The mood at the show was once again this year thoroughly positive, the exhibitors praised the quality and the quantity of the visitors, the excellent organisation and support offered by the organisers as well as the central location of the venue, which is easy to reach by public transport.

The fact that the exhibitors presented themselves at uniform stands, obviously decorated in the corporate design of the exhibiting company, underlined the holistic and harmonious appearance of the event.

The organisers place high value on proximity to the industry and good service. Guillaume Abou, CEO of 656 Editions: "With this event in



Paris – approx. 80% of the promotional products distributors in France live in the capital city or its suburbs – we are offering a platform for the lively exchange between the suppliers and the distributors. For us it is important that we satisfy the needs of the market and to ensure that the communication between the market participants is as effective and stimulating as possible."

This not only applies to the venue date and location of the event, but also to the internal organisation from the assembly through to the dismantling period. A special highlight, which took place on the first evening of the show, was incidentally the prize-ceremony of the Green Goodies Awards in various categories. The award ceremony was integrated into a get-together between exhibitors and visitors, who took the opportunity to enjoy culinary delights and free champagne, which of course added to the wonderful atmosphere. Indeed one could confidently raise one's glasses to the success of the Premium Sourcing on the first evening of the show already. ■ *Sche*
www.premium-sourcing.fr



Murat Hertsel, Murat Tekstil, received a Green Goodies Award for his Baby bodysuit in the category "Organic Cotton".



Bernard Lavigne, European Sourcing (I) and Guillaume Abou, 656 Editions.