

PSI – The International Network of the Promotional Products Industry
PSI 2023 – Leading European Trade Show of the Promotional Products Industry
10 to 12 January 2023, Düsseldorf Exhibition Centre

20 September 2022

Interview with Petra Lassahn, Director PSI

In less than four months it will be time for the first live PSI after the pandemic. In this interview, PSI Director Petra Lassahn talks specifically about the planned program, the mood in and the response from the industry.

Dear Petra, first the question about the visitor side: how is the response to the opening of the PSI ticket store?

“First of all, I am pleased that the industry gives full support to PSI. And I'm not claiming that based on any theoretical scenarios. Our figures prove this fact in black and white: over 60 percent of the hall space has been booked, and another 25 percent has been reserved. That's an impressive 85 percent by the end of September – something that wasn't always the case even before the pandemic.

As far as visitors are concerned: We are currently developing visitor packages for various countries in order to make the retailers' PSI visit as easy and enjoyable as possible together with the international associations. The interest is great: even before the ticketshop opened, there were many inquiries. Tickets have finally been available since mid-September and we are pleased with the high quality of the already legitimized trade visitors from Brazil, Denmark, Germany, Israel, Pakistan, Slovakia and Switzerland.”

What is the booking situation like on the exhibitor side less than four months before the trade show in January 2023?

„Before we talk about figures I would like to point out that many of the big names will return to the European exhibition floor at PSI 2023. With this said, we expect around 400 international exhibitors from January 10 to 12. Amongst them Fare, Halfar, Daiber, mbw and SND Porcellaine from the JCK Group, burgerpen, Victorinox, Reflects, elasto, Heri Rigoni, Neutral, Blooms out of the Box, Paul Stricker and many more. Already today you can sense the positive mood, the excitement about the reunion and of course, the curiosity and excitement about what is yet to come.“

Will PromoTex Expo and viscom play a role at PSI?

„Yes, PromoTex and viscom will be part of PSI but not as separated shows. We have talked a lot with the market. Intense discussions and analyses have shown the relevance of those topics and therefore PromoTex and viscom will be integrated into the PSI promotional products trade show again. Finishing and printing techniques in the promotional products industry, as well as textiles and merchandising, remain an integral and very important part of the trade show. In 2023, these thematic focal points will be reflected in various special areas such as the Textile Village, the Textile Campus and the traveling exhibition ökoRAUSCH Wissenswelt. Another new feature is the "Special Show Finishing". Here, specialists from the knowledge fields of advertising technology and product and textile finishing – such as Roland DG, Stahls, Walz Embroidery Machines and cameo - will make current lettering and finishing techniques literally tangible. Visitors at the trade show will be able to personalize a variety of products, from mugs to USB sticks, with their own hands over there.“

What can you already reveal as of today: which trends will PSI 2023 focus on in particular?

„Sustainability has become an integral part of the promotional products industry. Accordingly, this booming topic will be examined in a practical and segment-specific way at the trade show. Thus, experts at the Textile Campus will provide valuable impulses on sustainable textile production, fair and ecological supply chains, eco-design, circular economy, recycling and upcycling, seals, standards and certifications. Besides, the nominees of the PSI Sustainability Awards will show how companies can make their processes, products and corporate culture more sustainable.

In addition, there will be special topics such as GUSTO, but especially newcomers and inventors, who traditionally enjoy a special status at PSI.

After a three-year break, there are numerous new products and exciting concepts on the market that finally want to be presented again on an international stage. In addition, the trade show offers plenty of trends and inspiration for businesses.“

What other changes await visitors?

„In 2023, we have positioned PSI in such a way that it actively supports the heavily affected industry, drives current market developments and addresses new as well as important, topical issues. In addition to the special shows already mentioned, we are offering two Community Cafés for the first time in hall 9 and 10, to provide the industry extra space for personal exchange for their international get-together.

Even more remarkable is certainly the approach of the PSI Sustainability Awards to the trade show. Thus, for the first time in their now eight-year history, the awards will be presented on the evening of the first trade show day and underscore the relevance of sustainability in the promotional products industry.“

The first live PSI since 2020 is finally upon us again: will PSI 2023 also be available digitally?

„Well, the pandemic has accelerated a wide range of developments, especially and particularly in the digital area of the event industry. Nevertheless, the focus is clearly on the

personal reunion! So there will be no digital twin of the trade show event. However, live streaming of the awards ceremony and a new edition of PSI TV are planned. Here we offer interesting discussions and hand-picked highlights of the trade show as well as the supporting program - broadcast live and available on demand for our members after the trade show.“

www.psi-messe.com

www.planet-advertising.com

www.psi-awards.de