



## ***CTCO Deutschland Trade Fair: A new event adapted to the German industry***

**For 12 years now, 656 Editions has been supporting the promotional products and garments sector with the CTCO trade fair, which has become a benchmark event in Europe. Specifically today, in regards of the deep changes that are transforming the promotional products and garments sector, accelerated by the recent crisis, 656 Editions is working on launching a new CTCO Trade Fair in Essen, Germany, based on and in addition to our success in Lyon (France).**

In recent years, the market of promotional products and garments has changed. Distributors have to adapt to a new situation which makes the digitalization of their company fundamental, companies are merging and restructuring, there are challenges for advertisers who are increasingly concerned about the impact of their advertising campaigns on the environment. Their needs; in terms of information and relationships with their suppliers are therefore changing.

On the other hand, suppliers of promotional items, textile brands and their distributors now have new expectations with new budget constraints. The Covid 19 crisis has accelerated this situation. Budget allocations are increasingly moving to digital marketing but physical participation in events is not completely questioned, provided that the return on investment is verified. As Pierre Mirlit, CEO of 656 Editions testifies: *"The new event we are working on has a real ambition to support exhibitors after the years of 2020 and 2021, where the context has not been good for business. We are proposing an event in line with exhibitors' new challenges in terms of return on investment and efficiency. With this competitive offer, we think we could help towards bouncing back in 2022"*.

The profession of trade fair organiser has also changed in recent years, particularly in the context of the pandemic that has hit the world. The promise of an international trade fair that brings together tens of thousands of visitors seems to be giving way to more national, or even regional events, particularly because of the constraints on international travel in the coming months. The possibility of capturing international visitors with a digital platform is therefore becoming essential, as well as the need for suppliers to be in touch with their customers all-year-long; it is the establishment of a hybrid trade fair format.

Furthermore, environmental issues are shaking up the event industry. Thus, a programme is therefore being built within 656 Editions to support this transition with special attention given to each production station in their shows in order to reduce the carbon footprint: optimized waste management, low impact stands and fittings, marketing campaigns optimization, dedicated conference tracks during the show, etc.

In the face of all these changes, 656 Editions, supported by a number of companies, has considered it would make sense to propose a new initiative for the German market in January 2022. The CTCO Trade Fair model is a professional trade show dedicated to distributors of promotional products (garments and gifts) as well as personalization and small format printing professionals. *"With CTCO, we do not want to revolutionise the sector, but we think its representative trade fair must evolve in its marketing approach and give itself the means to attract, in addition to the traditional players in the sector, all the new entrants of the last few years who are taking an increasingly important share of the market:*

*e-commerce, specialized agencies, companies working on ultrapersonalization projects..."* comments Guillaume Abou, founder of 656 Editions. *"It is in the light of these new expectations and respective evolutions, that various key players in the sector have been encouraging us, for several months now, to jointly create a new event promise in Germany. We are now working actively on this new collective project"* confirms Pierre Mirlit.

This new hybrid platform is about to be launched, with a physical meeting in Essen, Germany, from 11<sup>th</sup> to 13<sup>th</sup> of January 2022. It also includes a digital format for the rest of the year that would support promotional products distributors and agencies to manage their day-to-day activities and to access exclusive information, exhibitors' catalogues, to do networking and to access online conferences all-year-long. Based on CTCO France format, CTCO Deutschland would like to host a high-level conference. The comprehensive, specialized conference programme will offer exciting insights into market developments and innovative projects, interesting discussions and valuable networking opportunities and will cover the following topics: Marketing & Social Networks, Business & Market Trends, Sustainability, Sales and Lead Generation, in order to give new tools to promotional products specialists. *"Our team, including experts in the sector, together with journalists, is already working on the program and will cooperate closely with the industry's professionals and associations so as to bring a meaningful program, and content tailored to expectations, with a new view of the evolutions and trends of the sector"* says Pierre Mirlit.



The choice of Essen to host this new event has already been validated by the companies consulted in the development of this project for the modernity of the infrastructures and the ease of access, among other things. Oliver P. Kuhrt, Managing Director of Messe Essen, welcomes this new initiative: *"Another trade fair fills our calendar of events. This clearly shows that we are a sought-after address on the European trade fair market. We have an excellent infrastructure and address a large number of potential exhibitors and visitors in our highly populated region."*

The Website of this new event will be launched in the coming days, as well as the announcement of a new team in charge of this trade fair.

#### **About CTCO France**

For 15 years CTCO France has brought the entire profession together, professionals in the promotional products and garments sectors. It has become an annual must-attend event. Over the past 3 years, the CTCO community

has grown by 9,5%. Access to the event is reserved for distributors of promotional products, some communication agencies and printing professionals. The next edition will take place in Lyon from 1<sup>st</sup> to 3<sup>rd</sup> February 2022.  
[www.salon-ctco.com](http://www.salon-ctco.com)

#### **About 656 Editions**

656 EDITIONS is media and events group, expert in the promotional products and garments sector and visual communication, graphic and creative industries, 656 Éditions animates a community of professionals 365 days a year, through a multi-channel network. 656 Editions is the organizer of CTCO and Premium Sourcing in France, C!Print in France and Spain, publisher of the C!Mag magazine and C!Print Sourcing digital platform.

#### **About Infopro digital**

656 Editions has been a part of the INFOPRO Digital Group, since 2016, a leading information and professional services group (3,600 employees, turnover of €440 million) covering several key sectors of the economy: construction, automotive, industrials, insurance and finance, retail, tourism, and local communities. The group has its Germany offices in Frankfurt and Münster.

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