



Attractive location.



Guillaume Abou (l) and Michel Anjoras, both from 656 Editions.



In high spirits: Bernard Lavingne (l), European Sourcing Group.

## Premium Sourcing, Paris Professional bustle

**F** – This year's edition of Premium Sourcing was staged amid midsummer temperatures and under a beautiful blue sky – no wonder the visitors were in good spirits. The third edition of the event took place on September 4-5, 2013 in Paris – however this time at the Feyssinet Hall as a replacement location, because the “regular” venue, the “Cité de la Mode et du Design”, which offers a view over the Seine, is currently being renovated.

However the event will return to its original location again in 2014 – and should the temperatures prove to be as high next year it will be to the delight of the exhibitors, because the “Cité de la Mode et du Design” is air-conditioned, which unfortunately was not the case at this year's venue. However, this didn't dampen the high spirits at the show that is jointly organised by the French publishing company, 656 Editions and the European Sourcing Group. According to the official figures, 130 exhibitors presented their high-quality products at professional uniform stands, which covered around 4,000 m<sup>2</sup> of exhi-



Michel van Bavel, Van Bavel Business Gifts (l), and Yves Lucky, mms.

bition space. 1,719 people from 856 companies visited the trade fair – which corresponds to an increase of 200 visitors compared to the previous year.

### First-class service

The exhibitors particularly praised the excellent organisation and service offered by the organisers as well as the quantity but above all the quality of the visitors – who were exclusively promotional products distributors.

A special highlight was the casual get-together between the exhibitors and visitors that was held after the fair had officially closed at 6.30 pm on the evening of the first day of the show. Culinary delights and chilled champagne were served to the guests free of charge.

Without any qualms all of the guests were able to drink a toast to the success of this year's Premium Sourcing on the evening of the first exhibition day already. ■ *Sche*

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