



Press Release

INFORMATIVE NOTE

- EVENT:** PMG PROMOGIFT 2025
International Trade Fair for Promotional Gifts and Personalisation Equipment
- EDITION:** Seventeenth
- OPEN TO:** Professional
- VENUE:** Hall 12 Recinto Ferial at IFEMA MADRID
- DATES:** 14 to 16 January 2025
- OPEN HOURS:** Tuesday, 14 and Wednesday, 15 from 09:30 to 18:00.
Thursday, 16 from 09:30 to 15:00
- SECTOR:** Promotional and Advertising Gifts
- DIRECT EXHIBITORS:** 170
- COUNTRIES REPRESENTED:** 12 countries (20% growth)
- NET SURFACE AREA:** 5,350 m² (7% compared to the 2024 edition)
- EXHIBITOR PROFILE:** Manufacturers, distributors and importers of promotional and advertising gifts, machinery
- PROFESSIONAL VISITOR PROFILE:** PTO Sector Professionals: Claimants, Advertising Agencies, Communication Agencies, Sign Makers, Graphic Arts, Souvenirs.

Jesús González
Head of Press
PMG PROMOGIFT
Tel.: +34 627 70 60 73
jesusg@ifema.es

Helena Valera
International Press
Tel: +34 629 64 42 08
evalera@ifema.es

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COLLABORATORS:

- Association of Importers, Wholesalers, and Manufacturers of Promotional Items, AIMFAP
- Association of Manufacturers and Sellers of Advertising and Promotional Items, FYVAR

ORGANISED BY: IFEMA MADRID

COINCIDES WITH: the ninth edition of C!Print (Hall 14)

More information: <https://www.ifema.es/promogift>

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With 170 participating companies, PMG PROMOGIFT 2025 is now established as Southern Europe's leading trade fair for the promotional gift sector

The meeting serves a sector that turns over more than €2.4 million every year

At IFEMA MADRID, from 14 to 16 January 2025

The Advertising through Promotional Gift sector (PTO) is gearing up for its get-together in Hall 12 of the Recinto Ferial at IFEMA MADRID from 14 to 16 January. This will be the 17th edition of the International Trade Fair for Promotional Gifts, PMG PROMOGIFT 2025. Yet again, this meeting, which is growing in all aspects, will be a major commercial showcase for this important sector of the economy in Southern Europe.

Indeed, this new edition of PMG PROMOGIFT will display some of the most innovative offerings in promotional gifts, featuring 170 companies, including many leading brands in this field, from 12 countries (20% more than in the previous 2024 edition, reflecting the growing international significance of the exhibition), and covering a net area of 5,350 square metres, which is 7% larger than last year.

All this means that PMG PROMOGIFT will reflect the current strong position of this very robust sector, according to all indicators. In fact, during the last financial period, it turned over more than €2.4 million, around €900 million of which corresponded to wholesaler members of the two associations that have supported the event since the beginning: AIMFAP, the Association of Importers, Wholesalers and Manufacturers of Promotional Items; and FYVAR, the Association of Advertising and Promotional Goods Manufacturers and Vendors.

At PMG PROMOGIFT 2025, leading manufacturers, distributors, and importers of promotional and advertising gifts, as well as machinery, will meet to present their best proposals and solutions to a broad collective of industry professionals from the promotional products sector, including advertisers, advertising agencies, communication agencies, sign makers, graphic arts professionals, and souvenir vendors.

Alongside commercial activities, this edition will feature a comprehensive schedule of seminars in the auditorium set up in Hall 12 of IFEMA MADRID, where experts will address current issues in the sector. This extensive programme, organised in collaboration with AIMFAP and FYVAR, will cover subjects such as "The Power of

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Artificial Intelligence in Advertising through Promotional Gift sector (PTO)" and "The Future of Printing: How AI is Changing the Game," on the 14th, in morning and afternoon sessions respectively; "Business with Impact: The Carbon Footprint in Your Business" and "COMPLIANCE in Promotional Gifts" will take place on the 15th, also in the morning and afternoon sessions, followed by "Sustainability in the Promotional Gift Industry," closing on the last day, 16 February. The event creates a high-level space for analysis and reflection.

Likewise, PMG PROMOGIFT will once again feature its LIVE Connect platform, which allows participating companies and industry professionals to stay connected beyond the physical celebration of the Fair.

Finally, another new feature of PMG PROMOGIFT 2025 is that it will be held alongside C!Print Madrid, organised by Infopro Digital Trade Show, while each event retains its own identity in separate halls: PMG PROMOGIFT in Hall 12 and C!Print Madrid in Hall 14.

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PMG PROMOGIFT 2025 will analyse the current promotional gift scene

A fascinating programme of contents will be presented at the PMG Forum, which will be held within the framework of PMG PROMOGIFT from 14 to 16 January in Hall 12 at IFEMA MADRID

One of the new features of the 17th edition of PMG PROMOGIFT 2025, Salón Internacional del Objeto Promocional y Maquinaria para Personalización (*International Trade Fair for Promotional Gifts and Personalisation Equipment*), organised by IFEMA MADRID from 14 to 16 January, will be the PMG Forum, where the current state of the Advertising Through Objects (in Spanish: Publicidad a Través del Objeto - PTO) sector will be analysed.

The programme will be staged in the Auditorium within the Trade Fair, in Hall 12, where sector experts will address subjects such as "The Carbon Footprint in PTO", "The use of Artificial Intelligence in PTO", "Sustainability of PTO" and "Compliance".

This packed agenda of professional meetings, organised in collaboration with the Association of Importers, Wholesalers, and Manufacturers of Promotional Products (AIMFAP), and the Association of Manufacturers and Sellers of Advertising and Promotional Products (FYVAR), will be a high-level space for analysis that complements the commercial activities of PMG PROMOGIFT, the largest event in this industry in Southern Europe.

This edition will be the first to coincide with C!Print, whose ninth edition will take place in Hall 14 of IFEMA MADRID on the same dates as PMG PROMOGIFT. This event, with a target audience of professionals from the printing, visual communication, and personalisation sectors, is organised by Infopro Digital Trade Show. The trade fairs will share synergies while each will have its own differentiated space.

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Jesús González
Head of Press
Tel.: +34 627 706 073
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PMG PROMOGIFT brings together a promotional gift sector that turns over more than €2.4 bn

The fair has the support of associations AIMFAP and FYVAR

The PTO sector - Advertising Through Objects - has made a positive assessment for the 2023 financial year, having surpassed a turnover of over 2.4 billion euros, according to AIMFAP, the Association of Importers, Wholesalers, and Manufacturers of Promotional Items, which, along with FYVAR, the Association of Manufacturers and Sellers of Advertising and Promotional Items, supports the largest commercial platform for this industry in southern Europe: PMG PROMOGIFT. The 17th edition of the International Trade Fair for Promotional Gifts, organised by IFEMA MADRID, from 14 to 16 January 2025, will once again be a meeting point for the supply and demand of this important segment of the economy, with the participation of 160 companies.

Around 900 million of this turnover corresponds to wholesale associate companies of AIMFAP and FYVAR, a volume that goes hand in hand with the growth of 5% to 10% experienced by promotional gift manufacturers, importers and wholesalers, according to that association, which means it has almost achieved its best figures.

PMG PROMOGIFT 2025 will be held in this positive economic environment. According to AIMFAP president Emilio Estellés-Zanón, *"PMG PROMOGIFT 2025 will be the best ever in its history, considering the number of exhibitors and registered visitor companies. In addition, the coincidence with C!Print, makes it the most important fair in its sector in southern Europe."*

Meanwhile, FYVAR advocates for a superior technological positioning within the distributor subsegment - specifically in claims - to drive a more conventional segment. Thus, technological investments in the fields of positioning, AI, sites, simulators, etc., will generate a greater presence, especially among the final customers.

Regarding importers and wholesalers, there is a gap between family companies and multinationals, with the future of the first in specialisation and the sale of proximity, either geographical or occasional.

In reference to PMG PROMOGIFT 2025, according to the President of FYVAR, Gabriel Moesse, *'This year, even more significantly, we anticipate a record in terms of quality, above all, and possibly also in the number of visitors, as it will be held jointly with C!Print, positioning*

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the event as one of the three most important in Europe and again with a stronger focus than ever on the internationalisation of the Fair.' This edition will undoubtedly be appreciated by visitors for the quality of its content, requiring more than one day to fully explore.

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ORGANISING COMMITTEE PMG PROMOGIFT 2025

Members (in alphabetical order company)

M^{re} Ángeles Cantero Bonilla
Consejera Técnica, Dirección General de Comercio, Hostelería y Consumo
AYUNTAMIENTO DE MADRID

Javier Gómez Vizcaino
Comercial
C.I.F.R.A

Roma Bruch Salada
Director
CAMIMPRESS COMERCIAL, S.L.U.

Marta Nieto Novo
Directora General de Comercio y Consumo, Consejería Economía y Hacienda
COMUNIDAD DE MADRID

Emilio Estellés-Zenón
Director y presidente de la asociación AIMFAP
ENYES

Sergio Izquierdo
Comercial
GOR FACTORY

Daniel Martínez
Vicepresidente Ejecutivo de Ifema Madrid
IFEMA MADRID

Arancha Priede
Directora General de Negocio Ferial y Congresos
IFEMA MADRID

Julia González
Directora
IFEMA PMG PROMOGIFT



Toni Novoa
Director
NOVOA BISBE NOVOA, S.L.

M. Carmen López
Directora
PAMAY

Gabriel Möese
Comercial y presidente de la Asociación FYVAR
PAUL STICKER

José Carlos Sanchez Muliterno
Director
STYB

Inmaculada López Ortega
Directora
XIOSI PROMOTIONAL IDEAS, S.L.



Press kit

FAIR MANAGEMENT PMG PROMOGIFT 2025

DIRECTOR

Julia González

COMMERCIAL MANAGER

Lucia Gamero

SECRETARY

Isabel Herrero

Contact: +91 722 30 00

Jesús González
Jefe de Prensa
PROMOGIFT
Tel.: +34 627 70 60 73
jesusg@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 64 42 08
evalera@ifema.es

Dirección de Comunicación y Prensa PMG PROMOGIFT 2025

DIRECTOR DE COMUNICACIÓN Y MARKETING

Raúl Díez

JEFE DE PRENSA

Jesús González

jesusg@ifema.es

PRENSA INTERNACIONAL

Helena Valera

evalera@ifema.es

SECRETARÍA PRENSA

Beatriz de la Herrán

Contacto: +91 722 30 00

Jesús González
Jefe de Prensa
PROMOGIFT
Tel.: +34 627 70 60 73
jesusg@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 64 42 08
evalera@ifema.es