

▶ **PSI**

2020/2021



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➤ **PSI**

# MEDIA GUIDE 2021

 Reed Exhibitions



# We must meet again



Even if telephone and video conferences work great during these times, this type of communication cannot be a permanent solution. Man is a social, networking, contact-seeking being. And business cannot be permanently virtual, even though Covid-19 has given a significant boost to online channels.

“We absolutely must see each other again” is therefore the guiding principle for PSI 2021. Personal meetings and individual discussions have always been the basis for trust and good business in the promotional product industry. It is necessary that we all meet in Düsseldorf from 12-14 January to finally be able to “network” again. But also to show that the industry has made good use of the time to develop profitable product concepts that will boost business again. Innovative product presentations and the PSI Sustainability Awards, which are being held for the first time at the trade show in Düsseldorf, are topics with which we are looking ahead. For the first time, we will also link the live trade show with a virtual trade show platform. In this way, the trade show can be extended beyond the duration of the trade show in Düsseldorf.

Despite all the uncertainties and economic problems, it will be a PSI Trade Show which will show how powerful the promotional product industry continues to be. It will again show a large number of small and new companies with great functional new products. And it will again present itself as a bulwark for the trade, whose importance in the identification, selection and procurement of promotional products still plays the greatest role.



Best regards,

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### HINWEIS ZUR DATENSCHUTZ- GRUNDVERORDNUNG DSGVO

Der Distributor/Supplier ist verpflichtet, bei dem Umgang mit personenbezogenen Daten, die der Distributor/Supplier anlässlich der Geschäftsbeziehung betreffend das PSI erlangt, höchste Sorgfalt walten zu lassen und die gesetzlichen Regelungen insbesondere der DSGVO einzuhalten.



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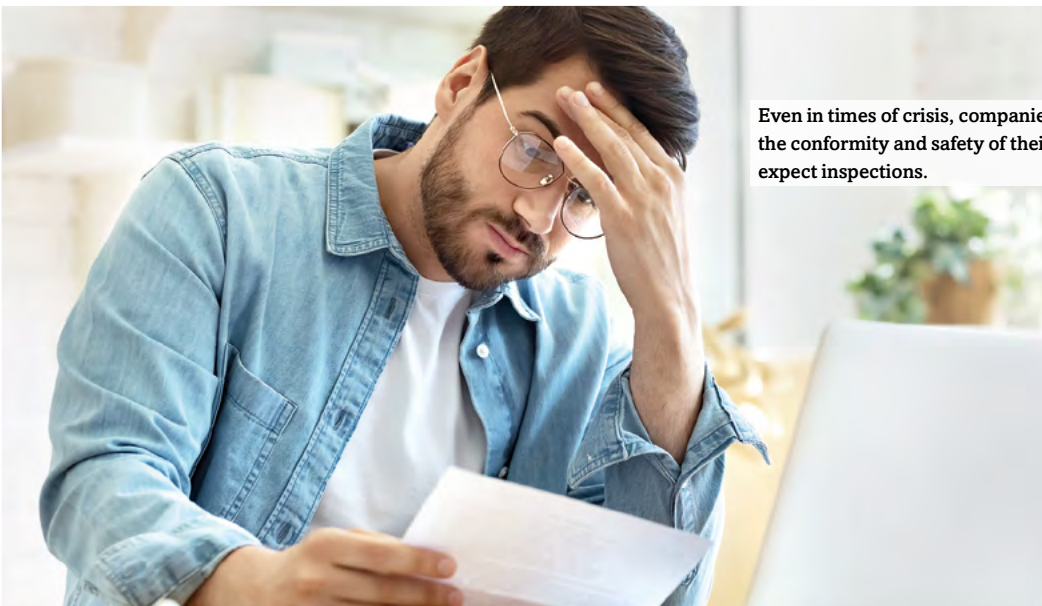
The distributor/supplier is obliged to take greatest care when handling personal data related to PSI obtained by that distributor/supplier as part of the business relationship, and to comply with the statutory provisions of the GDPR, in particular.



Companies currently see themselves in a state of emergency that confronts them with completely new requirements. There is great uncertainty, how to cope with the consequences of the crisis, but also in many situations that used to be dealt with routinely. Now it is time to apply existing rules and obligations in line with the changed circumstances.

## Trade restrictions and product conformity

# Crisis does not release from obligations



Even in times of crisis, companies must ensure the conformity and safety of their products and expect inspections.

The spread of the corona virus currently poses enormous challenges for the industry. As a result of plant closings, interrupted transport routes and export bans (cf. Implementing Regulation (EU) 2020/402) there are severe delays in delivery and breakdowns along the entire supply chain. This raises significant legal questions.

### Force majeure

For affected companies, the question arises as to whether such corona-related delivery bottlenecks are „force ma-

jeure“. The starting point for answering this question is the existing contracts which often contain provisions for the definition of “force majeure” and its consequences. If there are no provisions or they are insufficient, the applicable statutory provisions must be applied. However, the term „force majeure“ is not uniformly regulated in the various legal systems. In Germany, cases of „force majeure“ are resolved, for example, by the terms „impossibility“ of the provision of services or the „frustration of contract“. In general, it can be said that an external, unpredictable and unavoidable event should, as a rule, eliminate the parties' performance obligations and claims for damages. However, this may not apply, for example, if a company volun-