

Press

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Paperworld China
China International Stationery and Office Supplies Exhibition
Shanghai New International Expo Centre
Shanghai, China, 21 – 23 September 2017

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Paperworld China unveils evolving trends in China's stationery retail market

Leading brands confirm participation

TEDxKids serves as an ideal sharing platform to reveal new generation views and emerging opportunities

Paperworld China, Asia's leading fair for the stationery and office supplies industry, is scheduled to take place from 21 – 23 September 2017 at the Shanghai New International Expo Centre in China. Launching its 13th edition, the show will continue to pioneer the industry through the introduction of initiatives in line with the latest market trends. The three-day show is expected to welcome over 500 exhibitors from 10 countries and regions such as China, Germany, Hong Kong, India, Japan, Taiwan and the UK.

With increasing disposable income and popularity of internet and online shopping platforms, Chinese consumers are becoming more sophisticated, quality-driven, and prioritise services and experiences over products. With this change comes numerous opportunities for the stationery and office supplies retail industry.

To reflect these trends, the 2017 fair will continue to highlight "Small yet Beautiful". This showcase will gather global-renowned brands that focus on the Chinese market's potentials and display trendy stationery, office supplies, gifts and other lifestyle products in one place, along with a resting and business discussion area. Following the successful debut last year, "Small yet Beautiful" will return with expanding scale and occupy approximately 200 sqm of exhibition space, double in size compared to the last edition.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd is confident about the effectiveness of this showcase. "Through featuring 'Small yet Beautiful', we aim to demonstrate an effective business model to help stationery retailers maximise their business performance. China's retail industry and market landscape is

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evolving. Many brands are transforming from a conventional bookstore or stationery shop to a place that combines stationery, gifts and travel accessories. These modern retail stores that serve as a coffee shop and bookstore at the same time emphasise more on an integrated experience of shopping, dining and socialising. The outstanding business performances of these stores clearly demonstrate their surging popularity among consumers. 'Small yet Beautiful' is an accurate reflection of these changing trends and we believe it can provide new insights and opportunities for the stationery industry.”

Leading brands confirm participation

In addition to the “Small yet Beautiful” showcase, Paperworld China will also feature “Oriental Sense” that demonstrates innovative products combining contemporary designs and traditional Asian elements.

These themes and showcases developed in response to the latest market trends, which are well-received by the industry, and many brands have shown their support to the fair through early confirmation. Participating brands include Akashiya, Comf-Pro, Comix, DAHLE, Daycraft, Dong-A, Durable, Edu3, ELCO, Herma, Kidstoyo, Kinbor, Lyra, Max, Online, Platinum, Pilot, Schneider, SDI, Simbalion, Snowwhite, Weway and Zebra.

TEDxKids serves as an ideal sharing platform to reveal new generation views and emerging opportunities

Over the years, Paperworld China has developed into an all-encompassing platform for business, knowledge and information exchange for industry players. To further promote this aim, the organisers will be the major sponsor of TEDxKids, a platform for children to share their views, curiosity and ideas. The event will take place on 23 September during the fair. Some of the most remarkable students chosen from primary and secondary schools in Beijing, Guangzhou and Shanghai will share topics on creativity. The event is expected to spark thought-provoking dialogues between fair-goers and the new generation.

Ms Cheung added: “Sharing ideas can broaden the thinking of participants and inject new inspiration and energy into the industry. This event provides a chance for the industry to understand the thoughts and needs of the younger ones. For many companies, this kind of information is also vital and beneficial to the planning and execution of their business activities.”

The show is jointly organised by Messe Frankfurt (Shanghai) Co Ltd, the China Chamber of Commerce for I/E of Light Industrial Products & Arts-Crafts and Guangzhou Foreign Trade South China Exhibition Corp Ltd.

For more information about the show, please visit www.paperworldchina.com or email: stationery@hongkong.messefrankfurt.com.

Other shows under the Paperworld brand include:

- **Hong Kong International Stationery Fair**
8 – 11 January 2018, Hong Kong
- **Paperworld**
27 – 30 January 2018, Frankfurt am Main
- **Paperworld Middle East**
27 February – 1 March 2018, Dubai

For more details about these fairs, please visit
www.global.paperworld.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com.