

Press

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 2017 to feature Eastern cultural designs and products at Oriental Sense Zone

Debut of Young Talent programme looks to nurture emerging designers

Prominent speakers to lead thought provoking industry seminar

Paperworld China, the leading trade fair for the stationery and office supplies industry in China, will take place from 21 – 23 September 2017 at the Shanghai New International Expo Centre. In addition to its strong display of trendy stationery products and successful retail business models, the fair will once again feature the Oriental Sense Zone, to help integrate traditional craftsmanship with contemporary Eastern design and elements.

In line with the strong market demands for Asian designs, along with the support of Art Exhibitions China, the Oriental Sense Zone has been an integral aspect of Paperworld China for three consecutive years. At the 2017 fair, the zone will feature 65% more exhibitors than the previous edition. Nearly 70 renowned museums, emerging designers, design brands and quality manufacturers will gather in the zone including the Nanjing Museum Administration, the Ningbo Museum and the Shenzhen Museum.

Discussing the Oriental Sense Zone, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd commented: "Through this special zone, we not only strive to promote Eastern cultural design, but are also dedicated to advocate oriental culture and lifestyle. Thanks to the continued support from the industry, this zone has become one of the most comprehensive sourcing platforms for creative cultural products."

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To promote the development of cultural and licensing products through cross-sector collaboration, the organisers have launched a variety of

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special programmes and concurrent events that bring decision makers from museums and high potential designers all into one place. One of the special programmes is Young Talent – a debut project at Paperworld China that aims to gather talented designers' creativeness and offers tailor-made design solutions for museums.

In cooperation with the Nanjing Museum Administration, this programme has successfully attracted over 30 emerging designers from Asia. Each of them have created their own cultural products inspired by Nanjing's famed "Porcelain Tower". A number of the outstanding designed products will be selected and placed on display during the course of Paperworld China 2017.

Ms Cheung added: "This programme can set an excellent example for the industry on how to develop cultural products through collaboration. We are also delighted that through this opportunity, we have been able to discover and help promote so many ingenious emerging designers across Asia."

Prominent speakers to lead thought provoking industry seminar

Another highlight of the Oriental Sense Zone is the "Seminar on Enhancing Design and Marketing for Chinese Museums' Creative Products". This seminar features a strong line-up of industry leading experts who together, will share the stories behind their successful product designs and effective business models for museums. Some of the topics and their corresponding speakers include:

- Mr Shiro Aoki, Senior Consultant and former Executive Director COO of the Japan Institute of Design Promotion: How integrating traditional culture and contemporary design helps improve the quality of life
- Ms Akie Kawagoe, Professor, Bunkyo Gakuin University: Sharing cultural product developments from the Tokyo Metropolitan Art Museum
- Ms Helen Chang, Deputy General Manager, Tittot: Cultural product development through cross-sector collaboration
- Mr Jun Wang, Chief, Art Exhibitions China: The current situation and future development of China's creative and culture industry
- Ms Ning Hu, Deputy Curator, Nanjing Museum Administration: The introduction of the "2017 – 2018 Nanjing Museum Administration cultural products development plan"

In addition to Oriental Sense Zone, Paperworld China 2017 will also feature "Small yet Beautiful" – a special showcase to demonstrate the most effective business model for maximising stationery retailers' business performance. The three day show is expected to welcome over 500 exhibitors from 10 countries and regions.

Paperworld China
Shanghai, 21 – 23 September 2017

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, 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 more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 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 | www.congressfrankfurt.de | www.festhalle.de