

Press release

18 November 2020

Paperworld China brings key industry players together

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PWC20_OR

Around 400 exhibitors at Paperworld China are all set to welcome trade buyers and stationery professionals from 19 – 21 November 2020. Visitors will source the latest products ranging from stationery and office supplies, to hobby, arts and crafts supply items at the National Exhibition and Convention Center (Shanghai).

As one of Asia's premier trade fairs for stationery and office supplies, both overseas and local industry players are aiming to make use of this effective platform to conduct business activities, re-establish connections with the industry and collect updates on new innovations and trends, especially for the second half of the year following the outbreak of the pandemic. Although many overseas brands are unable to travel to Shanghai due to travel restrictions, large numbers have arranged their local sales partners to represent them at the show. This devotion has once again underlined the importance of Paperworld China as a destination that offers high quality business opportunities within the industry.

On display will be an array of domestic and overseas brands from Austria, China, Germany, Hong Kong, Japan, Korea, Malaysia, Taiwan and the UK. Thanks to the organiser's new cooperation with the China Stationery and Sporting Goods Association (CSSGA), this year's show has drawn a large contingent of leading Chinese brands, including AP (China), Aton, Beifa, Changjian Paper, Chinjoo, Comix, Deli, Guangbo, M&G, Magi-Wap, Mont Marte, Snowwhite, Sunwood, Superstrong, TuQiang and Wengu.

Looking forward to the show opening, Ms Judy Cheung, the Deputy General Manager of Messe Frankfurt (HK) Ltd says: "As organisers, we are excited to see industry peers come together and share ideas, discuss solutions to difficult issues and celebrate the ties that bind us. This year, we have designated four themed product zones: Smart Learning and Stationery Trends, Tomorrow's Office, Creative and Cultural as well as Art and Painting, which is newly set up in response to the growing potential in this product segment. We are confident that this year's zoning will make it easy for everyone to navigate and find business success at Paperworld China."

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On the show floor, one of the main attractions will be "Small yet Beautiful", a mock-up store where domestic and international brands will

display their latest products and show their unique presentation and in-store promotion methods to trade visitors. This special zone has always received high traffic from stationery professionals and trade buyers searching for trendy items from big brands. It also provides a valuable opportunity for small stationery store owners to learn about effective merchandising models displayed by world renowned brands. This year's participating brands include Amos, Foldermate, Fun&Joy, Hero, KACO, Languo, Monami, Pilot, SDI, Sakura, Schneider and Zebra.

High-profile events enhance the show experience

Parallel to the vast business opportunities available at the exhibitor booths, Paperworld China also hosts a busy schedule of conferences and seminars tailored towards the industry delegates in attendance.

One spotlight is the "Smart Office, Future Trend" forum, which is deemed as one of China's highest-level forums for the domestic office industry. Top management from three industry heavyweights, Deli, Comix, and Sunwood will speak at the forum and discuss future developments in the office industry. The internet-based office market is expected to grow significantly over the coming years in China, especially amid the pandemic. The forum will explore numerous growth opportunities in this market.

Good ideas are always rewarded at Paperworld China, which is why the "Sidaxing · Best Stationery of China BSOC" Awards are expected to draw much attention. As usual, this year's entrants managed to thoroughly impress the jury panel with their exceptional concepts. The winning products produced by outstanding Chinese manufacturers will be displayed throughout Paperworld China, highlighting the strengths of Chinese design. Acknowledging originality and creativity, the Awards have developed into one of the most important benchmarks for the stationery industry in China.

Fairgoers looking for updates on product regulations should participate in the "Request in common use of security for student's articles" seminar, where the latest national safety standards for student supplies will be examined. Elsewhere, stationery retailers will be given guidance on how to cope with the challenges in traditional retailing.

In addition to its educational content, the fringe programme will also include the annual general meetings of the Paper & Books and the Student Supplies committees of the CSSGA. A large contingent of key industry leaders in China will dive into topical issues and formulate plans for better industry development over the upcoming year.

The fringe programme does not just attract people from the business sector, it is also a hotspot for stationery enthusiasts looking for new inspiration. For instance, it will feature the "Journal Show", where a selection of high quality journals will be on display. The showcase is expected to attract buyers who are looking for the right tools to help organise and achieve goals at work and home.

To accommodate buyers who are unable to travel to Shanghai due to travel restrictions, Paperworld China has launched a new online match-making programme, with an aim to connect suppliers and overseas buyers. The free service enables professional buyers to remotely source products and connect with Chinese manufacturers and suppliers. On 9 – 13 November, a sourcing session was organised for buyers in Turkey. Another session is taking place from 16 – 20 November for the Middle Eastern market, which is anticipated to create abundant business opportunities.

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

Other Paperworld brand shows include:

- **Paperworld**
Frankfurt am Main
- **Paperworld India / Corporate Gifts Show**
Mumbai
- **Paperworld Middle East / Playworld Middle East**
Dubai
- **Hong Kong International Stationery Fair**
Hong Kong

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

Background information on the China Stationery and Sporting Goods Association

The China Stationery and Sporting Goods Association (CSSGA) is accredited by the Ministry of Civil Affairs of China. It is a national-level industrial association dedicated to managing the stationery and sporting industries, and forming a communication bridge between the government and the two industries. So far the CSSGA has enrolled 800 enterprise members from around China.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

Paperworld China
Shanghai, 19 – 21 November 2020