

Press release

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Paperworld China's charity trip to Liaoning

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The organisers of Paperworld China, Messe Frankfurt (Shanghai) Co Ltd and the China Stationery and Sporting Goods Association (CSSGA) will join hands with a number of exhibitors to visit Huludao, a coastal city in Southwestern Liaoning province to deliver their love and care. A charity event named "Little paintbrush, big dreams" will be held on 2 November 2020. Together with the Huludao Tourism Ambassador and the Xingcheng Love Ambassador, underprivileged children of Liaoning Hope Primary School and children with autism from Liaoning province will draw beautiful scenery paintings together by the spectacular mountains and sea. On the same day, the organisers will conduct a donation ceremony at the Autistic Children's Centre in Xingcheng.

In response to the country's appeal to help underprivileged people, and to raise society's sense of care for children with autism, the organisers will launch this charity event before the opening of Paperworld China. The event has already received huge support from a number of leading Chinese exhibitors, including Guangzhou Magi-Wap Culture Articles Co Ltd, Hangzhou Xuxian Trading Company and Shijiazhuang Duxiangshiguang Trading Company. They will donate their stationery items to Liaoning Hope Primary School and the Autistic Children's Centre, with the aim of alleviating poverty in the province, and also laying a foundation for companies in Liaoning to realise their social responsibility and create a better public welfare environment. The organisers have also invited Xingcheng City local governments to attend the donation ceremony. The event has already received positive attention from government departments.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd is happy about the upcoming event. She explained: "Paperworld China always strives to play an active role in public welfare activities. In 2017, we organised a charity event that delivered stationery items to left-behind children, who remain in rural regions of China while their parents leave to work in urban areas, in the impoverished rural mountainous areas of Yunnan Province. This year, we will continue to make use of Paperworld China's industry influence to call on caring sponsors to participate in this meaningful event and I am very grateful for their contributions and donations. In addition to trade fair development, Messe Frankfurt has also played an active role in fulfilling its commitment to social responsibility and is dedicated to serving those in need. The

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donation of stationery will help cater to the children's learning needs and in turn inspire them to pursue their dreams for the future. More importantly, the seeds of love and kindness are sowed in the hearts of children when they receive the donations."

Messe Frankfurt is devoted to supporting social and environmental initiatives as an integral part of its corporate philosophy. Through its trade fairs and CSR projects, Messe Frankfurt strives to raise public awareness for a number of important issues. Last year, for example, the company's "Toy & Edu China" trade fair donated gifts to the Macau Tung Sin Tong Charitable Society, benefiting children at daycare centres as well as the elderly at activity centres.

Similarly, a tree-planting event by CAPAS (Chengdu International Trade Fair for Automotive Parts and Aftermarket Services) took place in Meishan, Sichuan, to promote cultural and ecological development in the province. The event highlighted the importance of environmental conservation and the operation of a sustainable business model, in turn providing a better living environment for future generations. Since 2014, Music China has been running the "Music Warms Our Hearts" autism charity project. An autistic children's band took part in a 'flash mob' performance at the show, while proceeds from ticket sales are donated to the Shanghai Education Development Foundation.

Paperworld China is co-organised by Messe Frankfurt (Shanghai) Co Ltd and the China Stationery and Sporting Goods Association (CSSGA). Held from 19 – 21 November 2020 at the National Exhibition and Convention Center (Shanghai), many of the industry's key brands have confirmed their participation at the show. The 2020 show will set up four themed product zones, namely "Art and Painting", "Smart Learning & Stationery Trends", "Tomorrow's Office", and "Creative and Cultural". In addition, the "Small yet Beautiful" area will showcase merchandising models for small stationery stores. Spotlights will also be shone on the highly anticipated "Sidanxing · Best Stationery of China BSOC" Awards and the "Industry Excellence Conference".

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

Paperworld China
Shanghai, 19 – 21 November 2020

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