

Press Release

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Paperworld China 2021 deferred to allow exhibitors to concentrate resources on the 2022 edition

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PWC21_PR3

Paperworld China 2021 will be integrated into its 2022 edition which will take place from 12 – 14 May, due to the evolving pandemic situation in China in recent months. The integration of the two editions is to ensure a safe trade fair and to align with the local government’s prevention and control measures. The move will also allow participants to channel their resources more effectively.

Originally scheduled from 15 – 17 October 2021 at the National Exhibition and Convention Center (Shanghai), this year’s edition will merge with the 2022 show at the same venue. Commenting on the change, Mr Richard Li, General Manager, Messe Frankfurt (Shanghai) Co Ltd said: “As a professional trade fair organiser, providing a safe trade fair for show participants and staff has always been our primary concern. In view of the evolving pandemic situation, and to align with the anti-pandemic measures of the city where the trade fair is held, we have made this decision after intensive consultations with key industry stakeholders.”

Ms Xiaoli Yi, Chairman of the China Stationery and Sporting Goods Association added: “On a positive note, this step will allow exhibitors and visitors to channel their budgets and resources towards May next year, which is expected to deliver even greater business value for the industry. May is the ideal time to source products before the school summer holiday begins. We look forward to welcoming all of our industry friends back in 2022, and to see the latest stationery items for the new school calendar year.”

As a leading trade fair for stationery, office supplies, hobby, art and craft supplies in Asia, Paperworld China attracts a large contingent of first-tier Chinese brands to showcase their latest products and innovations at the show. Parallel to vast business opportunities, the show is also well-known for its wide variety of fringe events where participants are able to keep abreast of industry trends and the latest national safety standards for student supplies. Another show highlight is the BSOC Awards, which acknowledge originality and creativity of products produced by outstanding Chinese manufacturers.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
25 Harbour Road, Wanchai, Hong Kong

Organised by the China Stationery and Sporting Goods Association (CSSGA) and Messe Frankfurt (Shanghai) Co Ltd, Paperworld China is

the only trade fair in the domestic stationery industry that receives official support from the CSSGA, an influential national industry association in China. For more information about the show, please visit www.paperworldchina.com or email: stationery@hongkong.messefrankfurt.com.

Other Paperworld brand shows include:

- **Paperworld Middle East / Playworld Middle East**
14 – 16 December 2021, Dubai
- **Hong Kong International Stationery Fair**
10 – 13 January 2022, Hong Kong
- **Paperworld**
29 January – 1 February 2022, Frankfurt am Main
- **Paperworld India / Corporate Gifts Show**
3 – 5 March 2022, Mumbai

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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, 12 – 14 May 2022