

Press Release

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## Paperworld China introduces new “Guochao” theme for 2022

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**Paperworld China will once again draw a large contingent of top-tier Chinese brands for its 2022 edition. Scheduled from 12 – 14 May at the National Exhibition and Convention Center (Shanghai), the fair sees the introduction of a new theme named “Guochao” (Chinese trend) which is poised to create even more business opportunities for both exhibitors and visitors.**

As one of the leading trade fairs in Asia for stationery, office, hobby, arts and crafts supplies, Paperworld China has already attracted participation from leading Chinese brands well in advance of next year’s show, including Beifa, Changjian Paper, Deli, Guangbo, M&G, Maries, Snowwhite and Sunwood.

Top international brands are also positioning themselves to succeed in the promising Chinese market as the domestic consumers’ desire for quality goods increases with the rising income levels. For instance, Maped, one of the world’s largest stationery brands from France will make its debut at the show. The returning Austrian brand, Trodat, the world’s market leader for self-inking stamps will also set up a welcoming showcase in 2022.

### **New theme for 2022: Guochao**

Providing industry players with rewarding business results has always been a priority for Paperworld China. To present the latest trends and seize the corresponding business opportunities, a new theme, “Guochao”, will be introduced at the 2022 show. It will focus on the domestic consumer market and products that integrate international styles with Chinese culture, blending traditional and modern elements, and promoting products that demonstrate a strong brand identity.

Messe Frankfurt (HK) Ltd  
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25 Harbour Road, Wanchai, Hong Kong



Paperworld China 2022 introduces new "Guochao" theme (Picture: Messe Frankfurt (Shanghai) Co Ltd)

While demand for quality imported goods remains robust in the Chinese market, China has also seen a sharp rise in young consumers' interest in quality domestic brands and especially those with traditional styles and modern designs. This phenomenon is known as "Guochao" (national tide).

Commenting on the addition of the new theme, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, says: "These changes have opened up new enormous market potential for domestic stationery products. In fact, the stationery industry in China has responded quickly by launching products that integrate stylishness, local culture and creativity. Paperworld China always keeps track of market trends, and so it's natural to add show elements to help industry players capitalise on new business opportunities."



Hero, a leading Chinese fountain pen brand will bring its new "Guochao" product series to the 2022 show (Picture: Shanghai Hero Light Industrial Imp & Exp Co Ltd)

The new theme has presented exhibitors with an unrivalled opportunity to promote their Guochao's product lines. For instance, Hero, a traditional Chinese fountain pen brand founded in 1931, will display its brand new "Guochao" product series at the 2022 show. Qingdao Dianshi, a rising star in Chinese stationery, will also unveil their full range of traditional yet stylish products. Besides the exhibition floor, a series of themed fringe events will also be organised along these lines to promote

Paperworld China  
Shanghai, 12 – 14 May 2022

the new theme.

“With the rise of Chinese consumption power and increasing sense of belonging among citizens for their own country, the image of Chinese brands has changed from a stereotype to a symbol of style and quality, gradually gaining confidence and interest from consumers,” Ms Cheung further explains. According to research in 2020, more than 80%<sup>1</sup> of the products in the online shopping carts of Chinese consumers were domestic brands. Among consumers who purchase stylish Chinese brands, over 90% were female and half of them were from the post-1995 generation. The research also showed that 60% of this demographic were from third-tier cities and above. To help exhibitors seize the myriad of opportunities that digital tools have to offer, the 2022 edition will also see the introduction of a live broadcast area for online streaming. “Wanghui Stationery”, a popular channel on Tiktok, will promote exhibitor products to its audience.

### **New show dates to attract more trade buyers**

Scheduled in May, Paperworld China will fully benefit from the peak sourcing season for school supplies in China. Leveraging the China Stationery and Sporting Goods Association’s (CSSGA) strong industry influence, the fair will gather representatives from industry associations, wholesalers, retailers and industry leaders from across the country at the “Joint New Product Launch and Purchasing Meeting”. The meeting will see around 100 stationery brands gather under the roof of Paperworld China, together with invited channel buyers from all parts of the country. This will ensure both exhibitors and professional buyers have an efficient and fruitful trip of exchanges and face-to-face meetings.

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](http://www.paperworldchina.com) or email: [stationery@hongkong.messefrankfurt.com](mailto:stationery@hongkong.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 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second

Paperworld China  
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<sup>1</sup> [http://www.xinhuanet.com/2020-06/04/c\\_1126071144.htm](http://www.xinhuanet.com/2020-06/04/c_1126071144.htm), published June 2020

consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021