

Press Release

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## Trendy stationery and stylish personal items to join November's Paperworld China

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**Returning with a wider product scope and at a new venue, Paperworld China has confirmed its homecoming from 17– 19 November 2023 at the Shanghai World Expo Exhibition & Convention Center. Alongside the latest innovations in the stationery market, a revamped look for the 2023 show will help participants ride on a new wave of interest in trendy products for the cultural, hobby, speciality, and gift categories. With this improved positioning, more than 300 well-known local and overseas exhibitors are expected to showcase their latest designs across an exhibition space of 18,000 sqm.**

Commenting on changing consumption trends in the domestic market, Ms Xiaoli Yi, Chairman of the China Stationery and Sporting Goods Association says: “With Chinese consumers having greater purchasing power and desiring a better quality of life, demand for diversified, creative and personalised consumer products is on the rise. In particular, the younger generations are playing an increasingly important role in the workforce, and are becoming more influential in the market. They tend to have higher expectations when it comes to product quality and above all, they are prioritising individuality and personal taste.”

“To capitalise on this huge potential, Paperworld China will return with a new look, converging quality office and stationery items as well as cultural and trendy items for everyday use,” notes Ms Yi.

Mr Richard Li, Managing Director of Messe Frankfurt (Shanghai) Co Ltd, explains the importance of Paperworld China to industry players: “Given that the show was previously postponed due to the pandemic, the entire stationery and office supplies industry looks forward to its return for invaluable face-to-face meeting opportunities. With the global economy recovering, and especially with so much pent-up demand from the Chinese market, the show is set to reconnect local and overseas suppliers and buyers.”

“The Shanghai World Expo Exhibition & Convention Center’s convenient location makes it an ideal new venue for the show, bringing together a large number of traders, retail stores and buyers of stationery, office supplies and innovative products for the cultural, hobby, speciality, and gift categories. Additionally, the new location is expected to attract more

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enthusiasts of stationery and creative products from the general public to check out on the latest trending products,” adds Mr Li.

Alongside an array of school, office, educational supplies, art materials and DIY craft supplies, a broad range of on-trend products from various categories will be displayed at Paperworld China, including computer and mobile phone accessories, sporting goods, festival and party products, cosmetics and accessories, digital video and audio gadgets, travel products, creative and licensed products, board games, ACG (animation, comics, game) related items, pet supplies, and many more. The show will provide an encompassing sourcing platform for all types of fine stationery and stylish personal items.

To add extra value to the show, a series of industry forums and interactive events will be organised. Highlights include the “Journal Show”, “Handwriting for All”, a live broadcast area for online streaming, “ACG Event”, as well as various merchandising model displays. What’s more, the industry’s prestigious Best Stationery of China Awards will be organised to encourage more manufacturers to bring creative and quality stationery items to the market.

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: [pwc@china.messefrankfurt.com](mailto:pwc@china.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 one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2022