

news +++ Paperworld China
Shanghai, 15 – 17 November 2024



Paperworld China 2024 fuelled business opportunities across the industry

Shanghai, 5 December 2024. Paperworld China 2024 successfully captured the diverse needs of exhibitors and visitors with an effective blend of B2B and B2C approaches, while shining a bright light on the latest trends and developments in the stationery industry. From 15 – 17 November, the fair saw a notable 9% rise in visitors, welcoming 31,564 visitors from 54 countries and regions. This surge underscores its growing popularity both locally and internationally, with over 300 exhibitors from 10 countries and regions. Notably, the newly launched Playing GOODS Zone featured an exciting array of character-themed stationery and collectibles, while the international pavilion, Twenty Pro, highlighted prominent brands from around the world. Industry professionals thrived in the collaborative atmosphere, exploring products across 17,000 sqm at the Shanghai World Expo Exhibition & Convention Center, further opening up networking and business opportunities in the growing sector.

Speaking about the fair's strategic initiatives, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, said: "This year's Paperworld China empowered exhibitors and visitors through a dual approach. The traditional B2B strategy strengthened connections between exhibitors and buyers, resulting in valuable partnerships. Meanwhile, the B2C channel enabled exhibitors to engage directly with end consumers, leading to meaningful interactions and immediate feedback. This year's significant increase in visitor numbers highlights the success of these strategies, reflecting the growing interest in the fair. Many exhibitors reported increased interest in their products, with hands-on sessions generating enthusiastic participation. This dynamic environment not only enhanced the overall experience for visitors but also provided exhibitors with valuable insights that strengthened their marketing strategies."

Industry players discovered new avenues for interactions

The fair catalysed active engagement, enabling businesses to better understand and respond to the needs of consumers in a competitive environment. Exhibitors expressed their appreciation for this B2C approach:

"Paperworld China has been an excellent platform for connecting directly with consumers. We focus on a full range of notebook products, including binders, travel journals, and planners, showcasing all our new offerings at the fair," said Mr Zheng Yuchao, General Manager of SenPoo Culture Communication Co Ltd. "This bustling environment has attracted many local stationery enthusiasts, allowing us to engage directly with consumers and enhance their confidence in our brand, which is essential for our growth in an evolving

market.”

Similarly, Mr Yang Jie, Sales Representative of Shanghai Marie Painting Materials Co Ltd, shared his excitement about the positive consumer response: "We launched a new line of art products for children and ventured into the gift market, moving beyond traditional paints to include gifts, cultural items, and toys. The fair drew a diverse crowd, with many attendees expressing enthusiasm towards our trendy designs and providing invaluable feedback that allows us to better connect with today's consumers. Paperworld China has successfully facilitated our engagement while highlighting our offerings."

In addition to appealing to end consumers, the fair significantly contributed to building important relationships with distributors and retailers, vital for sustained industry success. Exhibitors noted the show's role in facilitating these B2B connections:

"This year's Paperworld China was a remarkable success for us, marked by valuable partnerships, particularly with a UK-based company that truly excited us," said Mr Jamie He, Deputy General Manager of Jiangsu Changjiang Printing Co Ltd. "We've received orders mainly from office supplies distributors, with about 20% of our contacts from overseas, primarily in Japan, Korea, and Southeast Asia. This fair is essential for attracting new clients, showcasing our latest products, and promoting collaboration among industry peers."

To boost brand visibility and highlight new designs, Paperworld China collaborated with WangHui-E, a live broadcast platform focused on stationery, and JD.com for engaging events that expanded audience reach and strengthened market presence. Ms Liu Qin, Assistant to General Manager of Qingdao Changlong Stationery Co Ltd, remarked on the benefits of using new technologies: "We've had a productive time connecting with stationery distributors from East China and collaborating with representatives from platforms like Douyin (Tiktok) and Pinduoduo. The engaging presentations by JD.com's procurement team generated significant interest, and we look forward to increased participation from influencer e-commerce leaders at future exhibitions. This approach not only expands our market reach but also helps cultivate valuable partnerships essential for business growth."

Diverse zones and pavilions create well-rounded product display

The well-structured zones and pavilions included the newly launched Playing GOODS Zone, showcasing a diverse array of IP-related products inspired by popular culture – particularly character-themed stationery, peripheral accessories and collectible figurines. In addition, colourful stationery and unique designs at the returning Zakka Shop once again captivated visitors.

Another highlight was the international pavilion, Twenty Pro, which featured prominent brands from various countries, including France, Germany, Italy, Japan, Korea and the US, providing attendees with the opportunity to network with global industry leaders. Mr Kazuhiro Chiba, Sales Division Manager of Shanghai Sakura International Trading Co Ltd, stated: "We're thrilled to be exhibiting alongside many international stationery brands. The event offers a fantastic platform that combines product displays with interactivity – exactly what we were hoping for. Our return has been a great success, with strong interest in our oil pastels and watercolour products. We've had numerous new and returning distributors reach out to discuss collaboration."

Fringe programme encompasses emerging trends and talent

This edition's fringe programme included a series of exciting events. The Best Stationery of China Awards (BSOC) recognised ten outstanding products for 2024, highlighting the innovation and creativity within the industry, while The China Stationery and Sporting Goods Association's (CSSGA) "Stationery" Awards showcased notable advancements in product development. Both Creative Planet and Flagtalk illustrated key trends and developments, offering insights into the future of the stationery industry. Additionally, a dedicated area displayed traditional calligraphy and painting talents of primary and secondary school students, celebrating the sector's rich cultural heritage. This was complemented by the Summit Forum of China's Artist Supplies, which focused on creative tools and artist supplies industry in China.

Ms Reveey Li, Chief Operating Officer, Shanghai StarryInk Technology Co Ltd, winner of a BSOC award, expressed her gratitude for the acknowledgment: "Our award winning cold brew ink attracted major industry players, with several clients approaching us on-site to discuss collaboration on colour development. We were fortunate to speak at one of the events, and audiences rushed to our booth even before my presentation ended. We are very satisfied with our participation and look forward to future opportunities."

Paperworld China is organised by the China Stationery and Sporting Goods Association (CSSGA) and Messe Frankfurt (Shanghai) Co Ltd, and is the only trade fair in the domestic stationery industry that receives official support from the CSSGA, an influential national industry association in China. The next edition will be held in Autumn 2025. For more information about the show, please visit www.paperworldchina.com or email: pwc@china.messefrankfurt.com

Press information and photographic material:

<https://paperworldchina.hk.messefrankfurt.com/shanghai/en/press.html>

Links to websites:

<https://www.linkedin.com/company/paperworld-china>

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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. With a workforce of some 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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 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

*Preliminary figures 2024

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information