

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

paperworld

CHINA

Innovative products and emerging trends await industry players at Paperworld China 2024

Shanghai, 27 August 2024. Paperworld China, the premier destination for discovering the latest innovations and trends in stationery, and trendy products in Asia, is gearing up for its highly anticipated 2024 edition. Scheduled to take place from 15 – 17 November at Shanghai World Expo Exhibition & Convention Center, the upcoming fair will feature over 300 exhibitors and brands unveiling their latest products. Spanning more than 17,000 sqm, the show floor will spotlight industry developments including design breakthroughs, sustainable solutions, and novel materials across personalised, cultural and trendy stationery, paper goods, and art supplies.

The fair will host an impressive line-up of leading companies. Domestic exhibitors include Aton, Brandland, Chinjoo, CJP, Conda, Dianshi, Guangbo, iiGen, KW-trio, Magi-Wap, Marie's, M&G, Snowwhite, Superior, Uhoo, VIKKO, and Wingart. Prominent international brands from Canada (paperblanks), Korea (BONITO, Suatelier), the UK (IF), and Israel (ZIPIT), are among the overseas exhibitors who will participate.

Last year's show placed a strong emphasis on connecting with end-users through hands-on demonstrations, workshops, and social media-driven activities. Mindful of last year's successful user-focused approach, specifically in the B2C sector, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, said: "We are thrilled to build on that momentum in this year's Paperworld China. The show will feature an even broader array of cutting-edge products, from innovative stationery to personalised trendy goods, catering to the evolving consumer demands. With a specialised fringe programme that highlights product design, sustainability, and the emerging trends, business professionals are sure to discover new opportunities for growth. Notably, we will again prioritise creating more meaningful connections between exhibitors and their target audience."

The 2024 edition aims to deliver an enhanced level of interactivity and engagement, through onsite demonstration, workshops, product launch forum and seminars on trending topics, helping exhibitors gain access to a wider consumer base and unlock fresh avenues for advancement across the stationery, hobby, arts, crafts, and trendy markets.

With printing supplies enticing the largest share, the global stationery products market is projected to reach USD 34.7 billion by 2030, driven in large part by China's predicted 7.4% CAGR during this period¹. The burgeoning domestic demand makes Paperworld

¹ Global stationery products market poised for growth, <https://bit.ly/46l4na8>
Sourced from Research and Markets, 11 March 2024

China a well-timed opportunity for exhibitors to capitalise and expand their market share within the sector.

Diverse array of fringe events to stay at forefront of industry developments

Attendees can gain a holistic understanding of the evolving stationery and trendy products landscape through Paperworld China's comprehensive fringe programme.

This year's edition will feature the following specialised forums: the Office Supplies Forum displaying trendy supplies in the workplace; a New Product Launch for exhibitors to unveil their latest items; an Art Supplies Forum highlighting emerging artistic tools and techniques; and the Standardisation Announcement covering industry standards and regulations.

The China Stationery and Sporting Goods Association (CSSGA), the co-organiser of the fair and an influential national industry association, will also hold its Annual General Meeting, providing industry leaders the platform to discuss market trends, policies, and strategic initiatives. Furthermore, the highly-regarded Best Stationery of China Awards (BSOC), aiming to recognise and encourage innovation, design, and creativity among domestic and international stationery manufacturers, will prominently display the winning products during the fair. This exposure will further raise the profiles of the innovations and the talented manufacturers behind them.

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>

<https://www.facebook.com/paperworldchina>



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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 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 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

Background information on Conzoom Circle

conzoom-circle.messefrankfurt.com/information