

news +++ Paperworld China  
Shanghai, 21 – 23 November 2025

## paperworld CHINA

### Paperworld China 2025 bridges business and lifestyle with design-led stationery trends

**Shanghai, 5 December 2025. Paperworld China 2025 concluded on a strong note, welcoming over 300 exhibitors from 16 countries and regions, attracting 34,688 visitors over three days from 21 – 23 November at the Shanghai World Expo Exhibition & Convention Center. Marking a 9.9% increase in visitor attendance from 2024, the fair reflected a growing interest in stationery and creative products that blend practical use with cultural relevance, design, and personal expression. Operating under a dual model that serves both industry buyers and end users, this year’s edition offered brands in the stationery, gifting, and creative lifestyle space a unique opportunity to connect with a wide audience across business and consumer segments.**

Commenting on the evolving role of stationery, art and stylish goods, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd said: “These products are increasingly being used to support wellbeing, encourage self-expression, and provide a sense of calm. This is not just a change in consumer tastes, but a direction the industry is actively shifting toward. This year’s fair reflected that momentum, with brands offering products that combine practicality with emotional value. From sourcing original concepts to exploring new ways of engaging end users, both exhibitors and buyers recognised how design-led analogue experiences can bridge business needs with lifestyle preferences across age groups.”



Buyers exploring Paperworld China 2025

Source: Messe Frankfurt

Exhibitors responded to changing consumer priorities by focusing on meaningful design, originality, and deeper engagement. The fair provided a very effective platform for participating companies to raise brand visibility and explore new business opportunities. Ms Mandy Yu, Sales Director at Beijing Jindong Century Trading Co Ltd, emphasised the value of consumer interaction and onsite exposure: “Participating in Paperworld China marked our official entry into the stationery segment and gave consumers a chance to experience our products firsthand. We received strong interest from individual visitors, potential partners, and international buyers from Southeast Asia. Today’s consumers are looking for more than just functionality; they want emotional connection and thoughtful, sustainable design. We see great potential in this vibrant ecosystem and look forward to returning next year with a broader presence.” Offering another perspective from the global creative lifestyle space, Mr Malon, General Manager at ZIPIT reflected on how direct engagement at the fair revealed deeper consumer expectations around originality, practicality, and personal connection. “Paperworld China went beyond our expectations in terms of both exposure and engagement. We connected with professional buyers and design-focused consumers who showed real interest in our products, while their feedback gave us valuable insights into current market needs. It’s clear that there is strong demand for cultural products that are both creative and practical, and the experience reaffirmed our focus on user-driven design and meaningful innovation.”

From the exhibitor-centric show floor to the visitor-packed aisles, Paperworld China served as a focused environment for discovery and decision making. Many international buyers came with clear sourcing goals and left with promising leads. “As a first-time visitor, I’ve found the fair very productive. Our procurement focus includes pencil cases, folders, and writing instruments. We’ve already connected with five Chinese suppliers and are now in detailed discussions about pricing and order volumes, reviewing quotations based on our specific requirements,” said Mr Ersan Dagdeviren, Director of Simetriburo in Türkiye.

As brands find new ways to connect with end users, the fair’s specialised zones offered focused platforms for product discovery. Among these, the Twenty Pro Pavilion stood out for its emphasis on consumer engagement and design-led product experiences. Mr Luo Xin Zhou, curator of the pavilion shared: “We brought together a selection of international stationery brands that create unique synergies. It’s a platform where emerging names gain visibility, and where both consumers and retail buyers can discover inspiring, functional designs in one place. We fully support Paperworld China’s B2C model. It continues to drive engagement and deliver real value for the stationery industry.” Ms Wang Shiyu, an industrial designer at Michelin China, who explored the zone in search of pens from well-known brands such as Maped and Pilot commented: “I came to Paperworld China to discover new products and trends. This is the perfect place to explore product launches all in one go. This year, I noticed brands are putting even more thought into colour, materials, and detail, offering more refined and diverse choices. The fair always leaves me inspired.”

While the Twenty Pro Pavilion highlighted lifestyle-driven stationery, the Art Top Pavilion brought attention to a different facet of creativity. Making its debut this year, it introduced a dedicated space for traditional art materials, such as watercolours, oil paints, and sketching tools, attracting attention from both creative consumers and commercial buyers. Mr Leo Hu, General Manager of Shanghai icolour Industrial Co Ltd, commented: “We brought together a strong line-up of art brands, creating a destination where visitors could

explore global-quality art materials. Our clients include individual enthusiasts, corporate buyers, and major e-commerce platforms. We believe in the lasting value of traditional art tools, both for their cultural significance and the creative experience they offer.”

The fair’s collaboration with JD.com introduced a hybrid model that blended in-person participation with digital reach. Through livestreaming and e-commerce integration, exhibitors were able to engage with audiences beyond the show floor through real-time product showcases and interactive storytelling. Mr Cui Pengfei, Design Director at VIKKO, shared: “We gained strong exposure both at the fair and online. Overseas visitors from Italy, India, and South Korea showed genuine interest, which supported our international business goals. A JD.com live streamer showcased our products directly from the booth, helping to boost visibility and drive online sales. This dual impact made our participation especially rewarding.”

A growing focus on original design and intellectual property was evident across the fair. Exhibitors utilised storytelling, character development, and distinctive visual identities to create stationery and lifestyle products that went beyond function, offering more meaningful connection and brand recognition. “We presented a focused range of new products, such as a smart chessboard and a portable timer. Beyond AI, we also showcased a fingerprint-secured thermal mug with temperature display,” said Ms Zoey Zhang, PR Manager at Shanghai M&G Stationery Inc. “We also observed that IP-driven stationery is becoming increasingly prominent, with more brands embracing youthful, personalised, and distinctive design. The fair offers valuable insights into market trends and continues to be a strong platform for industry exchange.”

With clear momentum across consumer and commercial segments, Paperworld China continues to evolve as a key platform for trend discovery, cross-industry business collaboration, and creative exchange within the stationery and lifestyle sectors.

Paperworld China is organised by the China Stationery and Sporting Goods Association (CSSGA), Messe Frankfurt (Shanghai) Co Ltd and Zhejiang Growin International Exhibition & Convention 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.

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).

**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>

WeChat ID: paperworldchina

xiaohongshu: <https://qr.messefrankfurt.com/Fa972>



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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 29 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 775 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)

**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)

## **Background information on Zhejiang Growin International Exhibition & Convention Co Ltd**

Zhejiang Growin International Exhibition & Convention Co Ltd is one of the leading exhibition companies specialising in local and international exhibition services. The team consists of business professionals with practical industry expertise and over 10 years of experience delivering exhibition services, particularly in the stationery domain. The company is dedicated to introducing the most professional and valuable exhibitions to local businesses, assisting them in global expansion, and providing a comprehensive range of exhibition services local and abroad.

For further information about the company, please visit [www.growinexpo.com](http://www.growinexpo.com).