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paperworld
CHINA

Paperworld China 2025 unveils new features and expanded global participation

Shanghai, 21 November 2025. Paperworld China 2025 opens today at the Shanghai World Expo Exhibition & Convention Center, bringing together around 300 exhibitors from 16 countries and regions. Running from 21 – 23 November, this year's fair introduces new content and features, including the launch of the Art Top pavilion for international art materials, and the Bonjour Art Book Event, a new collaboration connecting stationery with creative publishing. With a strong international presence and a diverse mix of leading brands, the fair presents a broad spectrum of products spanning stationery, office supplies, fine art materials, licensed merchandise, and creative lifestyle goods.

The 2025 edition continues to strengthen Paperworld China's role as a key marketplace for both B2B and B2C audiences. It offers targeted sourcing opportunities for trade buyers, distributors and retailers, while also giving design-conscious consumers direct access to a wide spectrum of brands. "Paperworld China is defined by its dual-market approach," said Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd. "This year, we've expanded the fair to support both segments more fully, welcoming a record number of international brands. This strengthened global participation, combined with our new collaborative features, creates a far richer platform for sourcing, retail, and engagement. It clearly reflects China's growing importance and influence in the global creative marketplace."

A spotlight on global brands and curated experiences
This year's Paperworld China brings together an exceptional lineup of global stationery and art supply brands, offering visitors a rare opportunity to explore international design, craftsmanship, and product innovation in one place.

The renowned German brand LAMY joins the show floor as a standalone exhibitor for the first time, presenting its full range of writing instruments, alongside other notable brands including Brunch Brother, paperblanks, and Zipit. The returning **Twenty Pro pavilion** hosts a select group of leading international stationery brands engaging directly with China's dynamic market. Brand representatives from Clairefontaine, King Jim, Lihit Lab, Maped, Pentel, Pilot, Sakura, Tombow, TWSBI, Uni and Zebra, will be on hand to introduce new releases, share stories of craftsmanship, and meet both trade buyers and stationery enthusiasts.

Making its debut at the fair, the **Art Top pavilion** is a premium showcase for fine art materials, reflecting growing demand from China's artists, students, and hobbyists. The

zone features a wide range of papers, pigments, drawing tools, and studio essentials, with global brands such as Canson, Faber-Castell, KORES, Mont Marte, Nicker, Rotring, Staedtler, and Van Gogh represented.

Creative pathways and collectible finds across the fairground
A key collaboration expanding the fair's cultural and artistic scope is the **Bonjour Art Book Event**, an area which explores the artist's book as a space for imagination, emotion, and craftsmanship. The event presents four creative formats: Artist's Book, FreeZine®, Handmade Book, and Publication. It repositions the idea of a book as more than a container for content, highlighting its role as a creative medium and strengthening the connection between stationery and publishing.

For enthusiasts, **The Mart** unites over 200 designers and studios to showcase distinctive IP creations that resonate deeply with China's vibrant journalling and collecting communities. This zone offers a curated experience where visitors can explore a dynamic array of products, from decorative masking tapes and intricate stamps to art figures and limited-edition collectibles. It remains a key destination for boutique buyers, lifestyle retailers, and stationery lovers seeking products that blend originality with rich storytelling through design.

Fringe programme and digital channels amplify reach
Beyond the exhibition floor, a full schedule of industry forums and interactive workshops drive learning and engagement. Day 1 of the fringe programme is headlined by the **"Smart Solutions, Chain Reaction: Growth" — 2025 Omnichannel Development Forum for the Stationery Industry**, where heavyweight speakers from JD.com, TikTok, and Tmall will share successful real-world promotion cases from the stationery sector, highlighting how omnichannel strategies can drive growth across platforms.

The **New Product Launch Forum** will uncover key trends in China's stationery sector, while the **BonJour Sharings** delves into illustration and design processes and their correlation with journal and art book publishing. A series of hands-on creative workshops will invite visitors to explore new techniques and materials directly.

Bridging offline and online experiences, Paperworld China continues its partnership with JD.com to deliver live broadcasts directly from the fairground. This initiative enables exhibitors to promote and sell their products across multiple channels, reaching buyers both onsite and online.

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 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
WeChatID: 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
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

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.