



**BSOC**

中国文具大赏

**Shines  
Your Product  
Among 25,000  
Retail Stores  
in China**

**paperworld**  
CHINA

**BEST STATIONERY OF CHINA AWARDS**  
**中国文具大赏**

# BEST STATIONERY OF CHINA AWARDS



## Organiser:

Messe Frankfurt (Shanghai) Co Ltd

## Co-organiser:

China Guokr Interactive Media Corp / Suzhou Momicafe Books Co Ltd



'Best Stationery of China (BSOC) Awards' launched by Messe Frankfurt (Shanghai) Co Ltd in 2018, acknowledged and encouraged the originality and creativity of stationery industry. Curated from more than 300 entries in 2019, 'Best Stationery of China (BSOC) Awards' has developed into the most important awards for China stationery industry.

BSOC 2019 is formed of 27 professionals from the Chinese stationery industry.



## 'Best Stationery of China Awards' Judging Panel 2018 – 2019



### Ms. Wendy (Xiao) Wang

Founder and CEO

Chenzao®

Best-selling author in China

Former editor in chief of Cosmopolitan magazine



### Ms. Feng Ying (Wenyan)

Marketing Director

China Guokr Interactive Media Corp

Editor in chief for Social media 'Techo (Japanese for journal or planner) Kong'

Best-selling author in China



### Ms. Liu Fang

CEO

Anhui Transon Art Materials Co Ltd

The largest wholesaler and retailer of Art Materials for Taobao



### Ms. Li Juan

Design Director

Suzhou Momicafe Books Co Ltd

Momicafe is a bookshop, selling particular books and magazines, designing paper related products with original style. They have opened 15 stores in Beijing, Tianjin, Shanghai, Hangzhou, Shenzhen, Chongqing, Chengdu and other cities.



### Ms. Ma Chang

Founder

Techo EVENT

Continuous Learning Journal Spreader

Sharing all about Techo through social media since 2013 and have gained more than 450 thousand followers by far.



### Ms. Sun Zhiping

Founder

'Reading Time' Stationery Retailer Stores

One of the largest stationery retailers and compound cultural space in Shijiazhuang, Hebei province, China.



### Ms. Wu Xi

Papen Brand founder

The largest stationery retailer in Sichuan province, China, with more than 100 stationery retail stores.

## 'Best Stationery of China Awards' Judging Panel 2018 – 2019



### **Ms. Jiang Hui**

Co-founder  
Class 302 Online Stationery Store  
One of the China's largest online stationery retailers.



### **Ms. Deng Ruining**

Freelance Illustrator, column editor in magazine in China  
Ms. Deng has more than two million young followers on social media.



### **Ms. Wang Jun**

Purchasing Manager  
Jining Haiwen Trade Co Ltd  
The largest stationery dealer and retailer with nearly 30 stores in Jining, Shandong province, China.



### **Ms. Lily Zhang**

Executive General Manager  
Shanghai Baixin Stationery Co Ltd  
The largest stationery dealer and retailer in eastern China with over 1,000 retail stores in Shanghai, Zhejiang, Jiangsu, Anhui and other provinces.



### **Ms. Luo Weiying**

Purchasing Director  
Wuyiwen Modern Office Supplies Co Ltd  
One of the largest stationery dealers and retailers in Hunan province, China.



### **Ms. Lina Bai**

General Manager  
Xiamen Xinyi Trade Co Ltd  
The largest stationery dealer and retailer in Xiamen, Fujian province, China.



### **Ms. Wang Liuqing**

Purchasing Manager  
Anhui Yanpin Trading Co Ltd  
The largest stationery retailer in Anhui province, China, with more than 20 stationery retail stores.



### **Mr. Zhang Jianchun**

General Manager  
Estar of Jiangsu Modern Office Supplies CoLtd  
Estar is a professional importer of overseas stationery in China with over 15 stationery retail stores



### **Mr. Takahito Shimizu**

Former Director  
King Jim (Shanghai) Trading Co Ltd  
KING JIM offers a vast range of files and filing supplies. Our comprehensive product line includes items for a variety of filing applications.



### **Mr. Zheng Jiabin**

Beijing Hemingxing Trading Company Ltd  
General Manager  
With 20 years of experience for running over 100 stationery retail stores, he has a deep understanding of the high-end stationery industry, has in-depth exchanges with imported stationery brands.



### **Mr. Zhang Junjie**

Associate Professor  
School of Design and Art, China Academy of Art  
Main courses: product semantics, design psychology, product system design



### **Mr. Zhu Gang**

Business Development Manager  
Antalis (shanghai) Trading Co Ltd  
Antalis annual turnover: # 1 in Europe and # 3 worldwide, serving over 135,000 customers around the world, 12,000 deliveries per day throughout Europe from its 108 European distribution centres. The largest number of references of paper and envelopes with 100,000 articles



### **Mr. Yuan Chenhao**

Founder and CEO  
Paperi Stationery Community  
Paperi APP has more than 1 million registered users.



### **Mr. Li Shaojiang**

Deputy General Manager  
Yunnan Kuang Ming Trading Co Ltd  
The largest wholesaler and retailer of imported stationery in Yunnan province, China.

## 'Best Stationery of China Awards' Judging Panel 2018 – 2019



**Mr. Hu Rongmin**

General Manager

Shandong Yingxiang Wenhuaoyongpin Co Ltd

The largest stationery import dealer and retailer in Shandong province.



**Mr. Guo Maohui**

General Manager

Daqing Zhisheng Office Supplies Co Ltd

One of the largest stationery dealers in Heilongjiang province.



**Mr. Luo Xinzhou**

General Manager

Zhengzhou Huimei Trade Co Ltd

The largest stationery import dealer and retailer in Henan province.



**Mr. Eric Cui**

Manager

Shanghai Haishuo Industrial Co Ltd

Specialised in stationery import business, sole agent of Morning Glory from Korea in China.



**Mr. Ma Xiaoming**

Legal Person

Beijing Soldier Office Supplies Co Ltd

The largest stationery import dealer and retailer in Beijing.



**Mr. Zhang Xiaosheng**

Director of Fast-selling Business Department

Shanghai Friend International Trade Co Ltd

Specialised in stationery import business and brand operation including edu<sup>3</sup> from Germany, FAS from New Zealand, etranger di costarica from Japan.



**Mr. Chen Huijun**

General Manager

Wuhan Honghuan Trade Development Co Ltd

One of the largest stationery retailers in Wuhan, Hubei province, China.



**Mr. Geng Jiajie**

Deputy General Manager

Shandong Jiahui Cultural Products Co Ltd

One of the largest stationery dealers and retailers in Zibo, Shandong province, with more than 20 stationery retail stores, including three stores with size over 3,000 square meters.



**Mr. Wang Xiao**

Co-Founder

THEBAI (Baijia Laboratory)

The excellent online community with more than 500,000 followers.



**Mr. Fan Zhijian**

Founder

Dana Stationery Co Ltd with brand "Kuangshen Sports"

One of the largest distributors of sporting goods in China.



**Mr. Zhao Zhanbing**

Arts Editor and Founder

"Reading Time" stationery chain stores

One of the largest stationery retailers and compound cultural space in Shijiazhuang, Hebei province, China.



**Mr. Liu Xing**

General Manager

Shanghai Yanbang Stationery Co Ltd

Specialised in stationery import business, brand operation including, MILAN from Spain, Pilot Pen, Uni Pencil and Zebra Pen from Japan, Schneider, ONLINE from Germany.



**Mr. Chen Yu**

General Manager

Shenzhen Kumyuenheng Trade Co Ltd

Mr. Chen brought in a new concept "Books + imported stationery + audio and video products" for compound cultural space in the Pearl River Delta.



**Mr. Wang Biao**

General Manager

Douban E-Commerce Division

Douban is one of leading online community in China.

# 2019 Best Stationery of China Awards Winners



## Product:

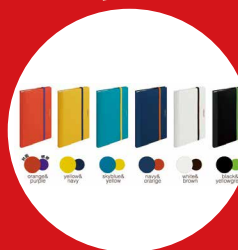
Tombow Erasers MONOzero

## Company Name:

Tombow Pencil (Dalian) Co Ltd

## Product Introduction:

High precision mechanism for pin-point erasing. It helps to erase small dots, one piece of illustration. Eraser size are round and square.



## Product:

KING JIM 1/2 CLEAR FILE

## Company Name:

King Jim Co Ltd

## Product Introduction:

1. Easy to carry
2. Easy to read
3. Rich color



## Product:

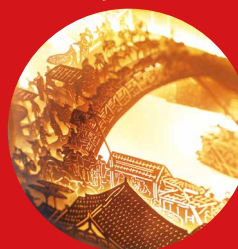
Platinum PQ-200 Fountain Pen

## Company Name:

Shanghai Platinum Pen Co Ltd

## Product Introduction:

PQ-200 fountain pen is designed for daily usage with the R&D concept of smooth writing and easy-to-use. It is also equipped with slip & seals patent which prevents the ink from drying out even after a year without usage.



## Product:

Riverside Scene at Qingming Festival Paper Carving Lamp

## Company Name:

Shanghai Jiujuv Culture Communication Co Ltd

## Product Introduction:

This lamp has a built-in light strip that will take you into the living environment of the Chinese ancients after turning on the light. Through the picture, it seems to come to the "Qingming River Map" to complete the journey of thousands of years.



## Product:

ZEBRAPEN Brush (WFT8)

## Company Name:

ZEBRAPEN (Shenzhen) Co Ltd

## Product Introduction:

Brush (WFT8) soft fluorescent tone, can be used to write art fonts, easy to fill and paint. Suitable for hand account, decoration, marking, painting, etc.



## Product:

STA XIA Color Marker

## Company Name:

Zhaoqing STA Stationery Co Ltd

## Product Introduction:

XIA color marker, lead you to enter the art palace!  
This product is combined with Xia Keliang's 18 years experience in ART and STA's 26 years technology of manufacturing color marker. It's a professional color marker. Unique design, simple and noble. Longer and thinner chisel nib, 200 colors, low saturation, natural and pure, Ink is developed and produced in-house. Stable color, safety, environmental friendly.  
The package is elegant and simple, easy to store, take out and pile up

# 2019 Best Stationery of China Awards Winners

**Product:**

Guokr Plants & Animals Calendar

**Company Name:**

China Guokr Interactive Media Corp

**Product Introduction:**

Guokr Plant and Animal Calendar (PAC) is not only a calendar, but a portable size encyclopedia. It's a species themed 365-days calendar containing 53 scientific paintings, 365 online animal stories.

**Product:**

365 Mini Calendar for 2020

**Company Name:**

Henan Beitang Culture Communication Co Ltd

**Product Introduction:**

Bronzing cover, hardcover book binding design  
Mini size, easy to carry around  
Monthly different font style, simple layout  
Full colorized on Saturday and Sunday, reminder of the rest of the year.

**Product:**

Cuneiform Antique Suspension Marble Desk Lamp

**Company Name:**

Beijing Hemingxing Trading Company Ltd

**Product Introduction:**

The Antique Suspension Marble Desk Lamp applies the magnetic suspension technology, which can automatically absorb when the power is cut off, has no noise when it is opened for use, and protect the user's eyes.

**Product:**

SOZEN ORIENTAL BEAUTY Bookmark

**Company Name:**

Hangzhou SOZEN Culture Creative Co Ltd

**Product Introduction:**

Oriental beauty is a set of brass gold-plated gift bookmarks. "The path around Huang Siniang's house was full of flowers. Thousands of flowers drooped down the branches. Butterflies are circling and dancing among the flowers, and the free little Orioles are singing among the flowers." Its design links flowers and birds together, which are the most approachable natural elements of oriental aesthetics, endowing them a poetic and emotional carrier, making concrete and subtle footnotes for the emotional culture in reading.

**Product:**

Chenzao Studyholic Collection

**Company Name:**

Chenzao (Beijing) Technology Co Ltd

**Product Introduction:**

Oriental beauty is a set of brass gold-plated gift bookmarks. "The path around Huang Siniang's house was full of flowers. Thousands of flowers drooped down the branches. Butterflies are circling and dancing among the flowers, and the free little Orioles are singing among the flowers." Its design links flowers and birds together, which are the most approachable natural elements of oriental aesthetics, endowing them a poetic and emotional carrier, making concrete and subtle footnotes for the emotional culture in reading.

## 2019 Best Stationery of China Awards Special Recommendation



**Product:**  
Qiuhongzhai Walker · Blessing

**Company Name:**  
Jiangdu Xiannv Qiuhongzhai Pen Workshop

**Product Introduction:**  
This is a watercolor brush made of Yangzhou traditional water brush technology. Rare northeast wolf's tail is selected as the raw material. Black Xiangfei bamboos are used as the big and small pen barrels. The small pen is placed in the large barrel and can be taken and placed freely.



**Product:**  
ipluso LITTLE OH Collection Fountain Pen Gift Sets

**Company Name:**  
Shanghai ipluso Co Ltd

**Product Introduction:**  
With a comfort grip section, extra-large ink sacs, and creative DIY options, it's more than a student pen. ipluso LITTLE OH fountain pen, built for childlike hearts, helps you write better and brings back the joy of writing.



**Product:**  
Supernote A6 Agile

**Company Name:**  
Shanghai Ratta Smart Technology Co Ltd

**Product Introduction:**  
Supernote A6 Agile is equipped with 7.8-inch electronic ink screen, Linux system, 32G storage, battery capacity 2850mAh. Featured hard pen and Feel Write soft film, brings you smooth-ever handwriting experience. Super low handwriting latency, Unique hidden guide rial design cover case, Supernote has various accessories from covers to digital pens, You can define your own Supernote. It is the best choice for you to take notes, create accounts and write travel notes.

## 2019 Best Stationery of China Awards Top 30



**Tombow Erasers MONOzero**

Company Name:  
Tombow Pencil (Dalian) Co Ltd



**Platinum PQ-200 Fountain Pen**

Company Name:  
Shanghai Platinum Pen Co Ltd



**ZEBRAPEN Brush (WFT8)**

Company Name:  
ZebraPen (Shenzhen) Co Ltd



**Coco-fusen Portable Sticker**

Company Name:  
Kanmido Co Ltd



**Pelikan Twist P457**

Company Name:  
Deoping Trading (Suzhou) Co Ltd



**GIOTTO Robercolor Enrobee**

Company Name:  
Fila Dixon Stationery (Kunshan) Co Ltd



**KING JIM Tefrenu Note**

Company Name:  
King Jim Co Ltd

# 2019 Best Stationery of China Awards Top 30



## KING JIM 1/2 CLEAR FILE

Company Name:  
King Jim Co Ltd



## KING JIM MAGFLAP

Company Name:  
King Jim Co Ltd



## Pilot 78G Vintage Fountain Pen Set

Company Name:  
Pilot Pen (ShenZhen) Co Ltd



## Guokr Plant & Animals Calendar

Company Name:  
China Guokr Interactive Media Corp



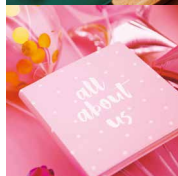
## Chenzao Studyholic Collection

Company Name:  
Chenzao (Beijing) Technology Co Ltd



## Guokr Coffee Universe

Company Name:  
China Guokr Interactive Media Corp



## All About Us

Company Name:  
Chenzao (Beijing) Technology Co Ltd



## Paperang P2

Company Name:  
Xiamen Paperang Technology Co Ltd



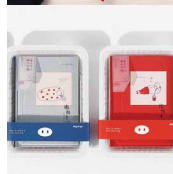
## Cuneiform Mechanical Pencil

Company Name:  
Beijing Hemingxing Trading Company Ltd



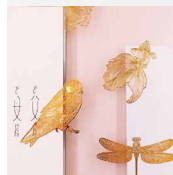
## V'mo Magnetic Closure Pouch

Company Name:  
Shenzhen Comix Group Co Ltd



## Lazy Pig's Note Planner

Company Name:  
Hangzhou Joytop Stationery & Gift Co Ltd



## SOZEN ORIENTAL BEAUTY Bookmark

Company Name:  
Hangzhou SOZEN Culture Creative Co Ltd



## Trodat Clothing Stamp

Company Name:  
Trodat Marking Devices (Xiamen) Co Ltd



## BenQ WiT Intelligent Reading Lamp

Company Name:  
Benq Intelligent Technology (Shanghai)  
Co Ltd



## Picasso PS-921 British Set

Company Name:  
Shanghai Pafuluo Stationery Co Ltd



# 2019 Best Stationery of China Awards Top 30

大会媒体形象授权 Image Authorization  
成都小林文化传播有限公司  
Chengdu Xiaolin Cultural Diffusion Co Ltd



## STA XIA Color Marker

Company Name:  
Zhaoqing STA Stationery Co Ltd



## Paperlive TimeLine Folder Set

Company Name:  
Zhejiang Guizhen Cultural Development  
Co Ltd



## Hide and Seek Planner Gift Set

Company Name:  
Hangzhou Joytop Stationery & Gift Co Ltd



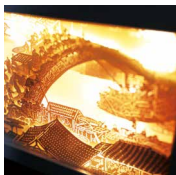
## Cuneiform Antique Suspension Marble Desk Lamp

Company Name:  
Beijing Hemingxing Trading Company Ltd



## Douban Doupin Douban movie calendar

Company Name:  
Beijing Douban Doupin Culture Co Ltd



## Riverside Scene at Qingming Festival Paper Carving Lamp

Company Name:  
Shanghai Jiujuv Culture Communication  
Co Ltd



## 365 Mini Calendar for 2020

Company Name:  
Henan Beitang Culture Communication  
Co Ltd



“Best Stationery  
of China”  
Winner?

We WANT You!

## Contact Us

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# Paperworld China 2020



Professional analysis of the Chinese market



Perfect platform for international brands to enter the Chinese market



Meet with professional buyers

## Buyers From

- Diversified Bookstores
- Compound Commercial Space
- Distributors & Wholesalers
- On/off-line Retailers
- Importers & Exporters



## Exhibitor

- We have been a loyal exhibitor at Paperworld China for a number of years, and thankfully we are the most popular attraction each year. We have noticed a lot of professional buyers here. The potential of the stationery industry in mainland China is enormous. At Paperworld China, we can foster creative ideas domestically. The exhibition is very important for the industry. We will definitely come again next year.

**Mr Shaokang Jin**

General Manager of Changzhou New Jintian Tools Co Ltd

## TED x Youth Speaker Seminar

- Paperworld China provides an excellent platform for seminars to take place, as it attracts not only industry-experts, but also stationery lovers. Through multiple interactions with professional visitors, we can see passion for stationery in their eyes. The visitors who participated in the seminar and workshops are not only looking for new stationery; in fact, they are here to see how stationery can impact their lives.

**Mr Zhen Wang**

Owner of Hua Jie Wen Fang

## Exhibitor

- With a good result from last participation and we were able to find a distributor, we have our third participation this year. The result was encouraging with meetings with more than 20 serious buyers on the first day; buyers not only from China, but also from Colombia, South Korea and Taiwan Region; and our brand image was upheld. China's market is getting more concern for high-end products with demand on brands and quality, we have to upgrade our products to stay competitive in this market.

**Mr Bernard Liu**

Sales Executive, Tai Shing Diary Ltd

## Buyer

- Our delegation comes from Zhengzhou in Henan Province. We have brought more than 60 buyers to Paperworld China. I think this fair is a trend indicator for the industry allowing us to find out what's new. We can see a lot of big brands here at the fair, however, we cannot underestimate the small brands. They give lots of inspiration to the industry. I think that everyone's living standards are slowly improving. Consumers and users are constantly raising their standards and purchasing criteria. I will continue to organise the buyer group

**Mr Xinzhou Luo**

General Manager, Zhengzhou Huimei Trading Co Ltd

**19-21 November 2020**

National Exhibition and Convention  
Center (Shanghai), China

[www.paperworldchina.com](http://www.paperworldchina.com)

Tomorrow's  
Office  
看见未来



**paperworld**  
CHINA



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