

# Fact sheet

**paperworld**  
CHINA

21 – 23.11.2025

SHANGHAI, CHINA

<b>Fair Name</b>	Paperworld China - China International Stationery and Office Supplies Exhibition	
<b>Fair Date</b>	21 – 23 November 2025	
<b>Venue</b>	Shanghai World Expo Exhibition and Convention Center, China	
<b>Exhibition Space</b>	17,000 sqm gross (plan)	
<b>Exhibitors</b>	300+ (2024)	
<b>Visitors</b>	31,564 (2024)	
<b>Product Groups</b>	<b>Culture: Stationery and office supplies</b> <ul style="list-style-type: none"><li>• <b>School supplies:</b> Traditional school aimed stationery, Electronic study tools, Teaching aids, School sporting equipment</li><li>• <b>Office supplies:</b> Office equipment, Workspace organisers, Computer and mobile accessories, Office furniture</li><li>• <b>Art supplies:</b> Drawing utensils, brushes, Paints, Handicrafts and DIY, Canvas</li><li>• <b>Paper and writing supplies:</b> Exercise books, Albums, Office paper, Pens &amp; writing instruments, The four treasures of study, Writing accessories</li></ul> <b>Trend: Hot and trendy merchandise in daily life</b> <ul style="list-style-type: none"><li>• <b>Campus circle:</b> Cosmetics and accessories, Digital video and audio, Sports and hobbies, Other youth trendy items</li><li>• <b>Office circle:</b> Environmental cleaning and disinfection, Pantry supplies, Anxiety relief products, Office mobility, Personalised workspace, Small electronics and appliances for travel</li><li>• <b>Creative circle:</b> Zakka, Cultural creativity and licensing, Journal and scrapbooking, Art toy / models and figure, Board games, ACG related accessories, Festival &amp; party products</li><li>• <b>Family circle:</b> Mystery puzzle books, Jigsaw puzzle, STEAM, Learning machine, Pets supplies and accessories</li></ul>	
<b>Participation Fee</b>	<b>Raw space:</b>	RMB 990/sqm (min. 18 sqm.)
	<b>Package stand:</b>	RMB 1,350/sqm (min. 9 sqm.)
	<b>Corner surcharge:</b>	10% for 2-side open; 20% for 3-sides open/island booth
<b>Visitor Profile</b>	OEM/ODM manufacturer, Wholesalers, Distributors, Dealers, Importer and Exporters, Agents, Department stores, Chain stores, Supermarkets, Retailers, Schools, Institutes, Government procurement, Corporate procurement, Hotel and Recreations, Media and PR companies	
<b>Admission</b>	Trade and Public. Free Admission	
<b>Organisers</b>	Messe Frankfurt (Shanghai) Co Ltd China Stationery and Sporting Goods Association Zhejiang Growin International Exhibition & Convention Co Ltd	
<b>Contact</b>	<b>Messe Frankfurt (Shanghai) Co Ltd</b> Tel.: +86 21 6160 8555 pwc@china.messefrankfurt.com www.paperworldchina.com	<b>Messe Frankfurt (HK) Ltd</b> Tel.: +852 2238 9951 stationery@hongkong.messefrankfurt.com

## Organisers

