

# Press

Paperworld China  
China International Stationery and Office Supplies Exhibition  
Shanghai New International Expo Centre  
Shanghai, China, 21 – 23 September 2017

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## **Leading industry players from around the world prepare for the opening of Paperworld China 2017**

### **“Small yet Beautiful” and “Oriental Sense Zone” form impressive show schedule**

### **Concurrent fringe events offer insight from all corners of the industry**

The 13<sup>th</sup> edition of Paperworld China, the highly anticipated trade fair dedicated to the stationery and office supplies industry in China, will take place from 21 – 23 September 2017 at the Shanghai New International Expo Centre in China. With strong industry support from around the world, the 2017 edition will host a total of 548 exhibitors from 13 countries and regions, including China, France, Germany, India, Italy, Japan, Korea, New Zealand, Serbia, Switzerland, the UK, Hong Kong and Taiwan.

With the show's opening day just around the corner, numerous global renowned brands are preparing to present their latest products, market insight and industry knowledge to worldwide visitors. Some of the biggest participating names include Akashiya, Amos, Aneos, Beifa, Comix, Dahle, Durable, Edu3, Elco, etranger di costarica, Fas, Guangbo, Hamanaka, Herma, Kidstoyo, Languo, Lion, Lyra, Mindwave, Monami, Morning Glory, Online, Papier Imperial, Pilot, Platinum, Premce, Schneider, Sdi, Snowwhite, Sunwood, Topstick, Treein Art, Tsukineko, Zebra and many more.

In addition, product pavilions from Chinese regions including Yiwu, Wenzhou, Qingyuan, Ningbo, Fujian, Taiwan and Hong Kong, will also be a key highlight of the 2017 fair, with each area's participants looking to demonstrate their innovative products, as well as share the latest industry developments from their respective regions.

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## **“Small yet Beautiful” and “Oriental Sense Zone” form impressive show schedule**

Following its successful debut last year, the “Small yet Beautiful” showcase will be featured at the 2017 fair once again. This particular highlight will reflect the evolving trends of the stationery retail industry, and will unveil a range new opportunities for the sector.

Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd said: “By launching ‘Small yet Beautiful’, we aim to demonstrate the most innovative product displays and the most effective business models, to help small and medium-sized enterprises maximise their business performance. I believe that with this unique platform, these companies can have more direct interaction with the industry’s heavyweights, and gain invaluable insight to help with business development. With last year’s tremendous feedback, the new edition of ‘Small yet Beautiful’ will double in size compared to the previous year and will occupy approximately 200 sqm of exhibition space.”

For the 2017 edition, up to 100 global leading brands will converge in this area, featuring a comprehensive product range of trendy stationery, office supplies, gifts and other lifestyle products. What’s more, a business discussion area will also be allocated to offer visitors to the area an even better sourcing experience.

In addition to this, Paperworld China will also feature the “Oriental Sense Zone” this year, which aims to promote oriental culture and China’s creative and culture industry. Supported by Art Exhibitions China, the Oriental Sense Zone has been a part of Paperworld China for three consecutive years, and this year will converge nearly 70 renowned museums, emerging designers, design brands and quality manufacturers. Some noteworthy names include the Nanjing Museum Administration, the Ningbo Museum and the Shenzhen Museum. The number of exhibitors for this edition has increased by 65% compared to last year.

Here, various cultural-orientated products will combine contemporary designs and traditional Asian elements. For example, Taiwanese brand gridesign studio will feature a range of products made using bamboo materials, such as pencil holders. Meanwhile, Chinese exhibitor Xian You Qiu Mu will display its signing pens made with Phoebe zhennan wood and Chinese calligraphy brushes, each of which incorporate extraordinary design elements.

## **Concurrent fringe events offer insight from all corners of the industry**

In order to offer an all-in-one platform for both business and knowledge exchange, this year the show’s organisers have arranged a whole range of informative concurrent events. One such example is “TEDxKids” – a talk which focuses on discovering children’s creativity. A selection of students chosen from primary and secondary schools in Beijing,

Guangzhou and Shanghai will share their views and ideas during the last day of the fair. This event will allow the stationery industry to connect and learn more about the needs and ideas of the next generation.

Meanwhile, yet another concurrent event is the “Seminar on Enhancing Design and Marketing for Chinese Museums’ Creative Products”. During this seminar, renowned speakers including Mr Shiro Aoki, Senior Consultant and former Executive Director COO of Japan Institute of Design Promotion, and representatives of various Taiwanese brands, will share their successful product designs and effective business models specifically for museums.

During the last day of the show, a special event and a dedicated area will be on display at Paperworld China, where a strong number of planner designers will showcase their own creations. This display area, which is supported by the Shanghai Journal Show, will highlight the strong demand for personal planners and allow stationery manufacturers to stay in sync with the latest market developments.

Paperworld China is jointly organised by Messe Frankfurt (Shanghai) Co Ltd, the China Chamber of Commerce for I/E of Light Industrial Products & Arts-Crafts, and Guangzhou Foreign Trade South China Exhibition Corp Ltd.

For more information about the show, please visit [www.paperworldchina.com](http://www.paperworldchina.com) or email: [stationery@hongkong.messefrankfurt.com](mailto:stationery@hongkong.messefrankfurt.com).

Other shows under the Paperworld brand include:

- **Hong Kong International Stationery Fair**  
8 – 11 January 2018, Hong Kong
- **Paperworld**  
27 – 30 January 2018, Frankfurt am Main
- **Paperworld Middle East**  
27 February – 1 March 2018, Dubai

For more details about these fairs, please visit [www.global.paperworld.messefrankfurt.com](http://www.global.paperworld.messefrankfurt.com).

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#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60

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percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)