

Press

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Paperworld China
China International Stationery and Office Supplies Exhibition
National Exhibition and Convention Center (Shanghai)
Shanghai, China, 22 – 24 November 2018

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Paperworld China 2018: new date and new venue confirmed for November

Leading platform continues to address the evolution of the stationery retail industry

Paperworld China, Asia's leading trade fair dedicated to the stationery and office supplies industries, has confirmed its 2018 show dates. The upcoming edition is set to take place from 22 – 24 November at the National Exhibition and Convention Center (Shanghai) as it continues to serve as a strong and ever-improving sourcing platform within the industry. Around 550 exhibitors are expected to occupy approximately 24,680 sqm of exhibition space with products ranging from stationery, office supplies to hobby and craft products.

"November is a prime sourcing period for consumer goods in Asia and China in particular to fulfil the strong market demand throughout the entire holiday shopping seasons. Additionally, the start of the second school term in March in China will boost demand for back-to-school items. The close proximity of the exhibition centre to Shanghai Hongqiao International Airport combined with its well-connected transportation links will also help to attract buyers and visitors from other Chinese regions." Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd said. In 2017, the fair successfully drew in 23,368 visitors.

Leading platform continues to address the evolution of the stationery retail industry

Paperworld China has remained at the forefront of developments in the stationery retail industry as a networking and sourcing platform that connects industry players with emerging industry trends and opportunities. One such future market trend can be seen in the surge of all-in-one retail stores that sell products ranging from gifts, books and stationery items to home and travel accessories. Compared to conventional bookstores and stationery shops, these stores place an

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increased emphasis on customers' overall shopping experience and aim to market their brands as components of a modern lifestyle that appeal to a younger generation.

To address these trends, the 2018 fair will welcome back the highly anticipated **“Small yet Beautiful”** showcase. This area will gather around 150 global leading brands to demonstrate a variety of the most eye-catching methods of product display that attempt to draw in more customers to shops. This showcase of influential brands will feature a special zone named Zakka that will display a range of attractively designed daily necessities such as business travel and mobile accessories. Zakka is a design phenomenon that has spread throughout Asia from Japan and generally refers to anything that helps to improve lifestyle aspects.

Office supplies constitute another important product segment in Paperworld China. In cooperation with industry-leading brands and designers, fair organisers will bring audiences another special showcase **“Tomorrow’s Office”**. This area will display different styles of modern workplaces that present industry players with numerous new ideas on how to create a personalised and efficient working environment.

Visitors invited by the organisers will include professional buyers from emerging retail channels such as commercial complexes, trendy gift shops and online stores. These retailers have strong purchasing capabilities and increasing demand for stylish stationery, office supplies and gift items. During the fair, a strong line-up of professional seminars will also be held to enlighten the industry with valuable market information and new business strategies. For example, the organisers of Paperworld China will cooperate with important e-commerce companies such as Dangdang and JD.com, sharing ideas on how businesses can better integrate multichannel strategies, which help to increase companies' customer base and market research for e-commerce as well as retail.

“With all of these new ideas, we will create a vital platform that helps the industry to catch up with emerging market potentials and in particular, those opportunities that have arisen from China’s expanding population of young consumers and their increasing purchasing power.” Ms Judy Cheung said.

For more information about the show, please visit www.paperworldchina.com or email: stationery@hongkong.messefrankfurt.com.

Other Paperworld brand shows include:

- **Hong Kong International Stationery Fair**
7 – 10 January 2019, Hong Kong
- **Paperworld**
26 – 29 January 2019, Frankfurt am Main
- **Paperworld Middle East / Playworld Middle East**

18 – 20 March 2019, Dubai

For more details about these fairs, please visit
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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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 percent) and the State of Hesse (40 percent).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de