

Press release

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Paperworld China 2018 upgrades structure with: “Stationery trends” and “Tomorrow’s office”

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Paperworld China, Asia’s leading trade fair dedicated to the stationery and office supplies industries, will be held from 22 – 24 November at hall 5.2 of the National Exhibition and Convention Center (Shanghai). As of June, more than 300 renowned companies have confirmed their participation, including Guangdong Hualong Stationery, M&G COLIPU, Ningbo BEIFA, PILOT, Shenzhen Comix, Taiwan Lion Pencil, Umajirushi, ZEBRA, Zhejiang Guangbo and many more.

Held under the theme “Stationery trends. Tomorrow’s office”, the 2018 edition will be classified into four zones. Namely: Tomorrow’s Office, Stationery and Hobby, Quality Suppliers, and Oriental Products. The theme and structure are intended to reflect the transformations taking place in China’s stationery and office supplies industries, such as the acceleration in consumerism and the upcoming 2019 launch of a 5G network in China.

Alongside the new network launch, new technologies such as cloud computing, mobile office, VR conference, data security, and more will bring significant transformations to modern offices and their related supply sectors. Over the next five years, Paperworld China will work with quality industry players to display these new cutting-edge office concepts and products to the industry. A sample of what’s to come will be on display during the 2018 edition at the Tomorrow’s Office zone, where industry leaders such as Sunon Group, M&G COLIPU, and other leading brands will demonstrate new office concepts. They will also introduce concepts for office environments that are green, smart, shared and lifestyle friendly to the industry.

Consumer decision making patterns are also evolving. As younger generations become the dominant group for stationery consumption, the importance of product functionality is being replaced by brand image, appearance, originality and a host of other factors. At the same time, stationery stores, book stores and gift shops are undergoing significant transformations to provide better overall shopping experiences for their customers. Reflecting these trends at the fair will be the **Small yet Beautiful** showcase located at the Stationery and Hobby zone. The expanded showcase will scale 250sqm and serve as a mock retail store that includes a cafe area and an interactive art workshop. Also featured at the showcase will be adaptations of Zakka, a Japanese concept that

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describes a wide variety of miscellaneous consumer goods. Items on display will include Chinese stationery and related products for home office environments.

The fair will also welcome a strong contingent of Chinese manufacturers at the Quality Suppliers zone. With the support of various Chinese stationery industry hubs, the zone will host more than 300 companies including pavilions from Taiwan, Ningbo, Wenzhou, Yiwu, Cixi, Qingyuan, and more. The highest standard of stationery manufacturing will be represented at the zone, which will serve as an ideal one stop sourcing platform for buyers.

Meanwhile, the Oriental Products zone will be transformed, as the Oriental Sense area and the Creative Pavilion are incorporated into the new coming China Arts International Cultural & Creative Products Show (IAC SHOW). Held concurrently with Paperworld China 2018, the IAC SHOW aims to promote the market for cultural and handicraft products. It will be organised by the China Poly Group Corporation Ltd and the China National Arts & Crafts (Group) Corporation, and co-organised by the China Arts and Crafts Association (CA&CA). Idongjia APP, an online marketplace for crafts and handmade products will also work in collaboration with the IAC SHOW.

The 2018 edition of Paperworld China will be packed with hobby and art materials, scrapbooks and a host of interactive experiences. Just a few highlights are a timeline of Chinese Stationery history, a creative interactive experience, and the 2018 Journal Market held in cooperation with the Shanghai Journal. Another popular attraction will be the “time will tell” forum, which will be held in cooperation with inspirational women’s brand and high quality journal supplier “Chenzao”. The forum is expected to attract some 300 attendees and will focus on the many ways in which journals can be used as effective tools to achieve personal goals and improve time management.

In addition, the new “Best Stationery of China BSOC” awards which are dedicated to discovering excellent stationery design work from around the world will grab industry players’ attention. The awards, which are organised by Paperworld China 2018 also aim to improve the standard of Chinese made stationery. As of the end of June 2018, the organising committee, which is formed of 24 professionals from the Chinese stationery industry, had received more than 200 designs from around the world including many outstanding Chinese pieces. Submissions included an art and graphic collection box named “The KARLBOX” created by A.W.Faber-Castell and Chanel’s head of creative direction, Karl Lagerfeld. Results of the competition will be announced at the fair.

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.

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

For more information, please visit our website at:

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