

Press release

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2019 edition of Paperworld China set to return between 15 – 17 November

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Paperworld China, Asia's leading trade fair dedicated to the stationery and office supplies industries, has confirmed the dates and venue for its 2019 edition as 15 – 17 November in Hall 1 of the National Exhibition and Convention Center (Shanghai). The fair will once again present fairgoers with trend setting stationery, office supplies, and hobby and craft products through its four renowned zones: 'Tomorrow's Office', 'Stationery and Hobby', 'Quality Suppliers', and 'Oriental Products'. In total, the fair is expected to welcome 500 exhibitors across 23,000 sqm of exhibition space.

Thanks to high demands from the country's growing student population, China's stationery industry is entering into a new growth period. China has the world's largest student population¹. According to the National Bureau of Statistics of China, the total number of students in China exceeded 240 million in 2017. With the number of students forecasted to rise to its peak between 2020 and 2030, the coming decade can be considered the golden decade for international stationery brands to penetrate the Chinese market.

At the same time, the per capita GDP in China is also set to continue steadily increasing, from USD 4,411 per capita in 2010, it reached USD 8,523 in 2017. Based on the measurement standard of the World Bank, once a country's GDP per capita reaches 8,000 USD and above, it is considered a high-income developing country. China's rise in wealth, in tandem with its record numbers of school students, has the potential to lead to a drastic increase in demand for educational and stationery related products, with consumers increasing their consumption volume and demanding higher quality.

Paperworld China is an ideal gateway for industry players to step into the market and capture the growing number of business opportunities. Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, is looking forward to the coming edition: "Paperworld China is the right platform for suppliers to connect with quality buyers and increase their brand exposure. As we step into the golden decade for the Chinese stationery industry, Paperworld China will continue to serve as a business and information exchange hub for the most up-to-date products and trends."

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¹ China Education Daily. http://paper.jyb.cn/zgjyb/html/2017-12/26/content_491827.htm?div=-1. Retrieved 7 March 2019

The 2018 edition of the fair received highly positive feedback from exhibitors and visitors alike for its dedicated themed zones and product areas. In light of the positive response, the coming edition of the fair will once again be divided into the four zones of 'Tomorrow's Office', 'Stationery and Hobby', 'Quality Suppliers', and 'Oriental Products'. In addition, the Small yet Beautiful showcase, which serves as a mock retail store that includes a cafe area and an interactive art workshop, will return at the Stationery and Hobby zone. Visitors to the showcase will find adaptations of Zakka, a Japanese concept that describes a variety of consumer lifestyle goods, including products such as home office supplies and travel accessories.

The design area, which made its debut to promote originality and intellectual property protection in the industry, is set to return under the new name of 'Design S', providing an opportunity for original stationery brands to showcase their creatively designed products and enhance their brand image. Unique products showcased at the last edition came from well-established and emerging brands such as AIT, Card Lover, Douban, Ggem, Happihood, Honorscent, Orange Creation, Tsnow Stationery, Whitehole, and Xiaolin Creative.

Another avenue through which Paperworld China promotes original stationery designs is the 'Best Stationery of China Awards', which will return this year to discover inventive stationery from around the world. The award ceremony will be held on the first day of the fair.

To additionally enhance attendee experience at the fairground, various fringe events will take place during the fair to allow participants to catch up with the latest trends in the industry. Further information on fringe events and other aspects of the show will be revealed closer to the show dates.

For more information about the show, please visit www.paperworldchina.com

Other Paperworld brand shows include:

Paperworld Middle East / Playworld Middle East
18 – 20 March 2019, Dubai

Hong Kong International Stationery Fair
6 – 9 January 2020, Hong Kong

Paperworld
25 – 28 January 2020, Frankfurt am Main

Stationery & Write Show presented by Paperworld
21 – 23 February 2020, Mumbai

Paperworld China
Shanghai, 15 – 17 November 2019

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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018