

## Press

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Paperworld - The visionary office and the stationery trends  
International Frankfurt Fair for paper, office supplies and stationery  
Frankfurt am Main, 27.-30. January 2018

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### **An international presence: Paperworld in four locations across the world**

#### **Trade-fair participants benefit from high-growth markets at trade events in Frankfurt, Hong Kong, Dubai and Shanghai**

Paperworld is firmly established in the market as a global trade-fair brand and the most important business platform for paper, office supplies and stationery products. In 2016, Messe Frankfurt enabled around 2,660 exhibitors and about 84,260 trade visitors to make new business contacts and conclude major transactions at Paperworld shows in four locations, with Frankfurt the most important trading platform in the sector. "The mix of internationality, business matching, product diversity and the high quality of the four Paperworld events strengthens and reinforces confidence within the industry", says Cordelia von Gymnich, Vice President Consumer Goods II at Messe Frankfurt Exhibition GmbH. "Industry and commerce profit in equal measure from the excellent quality of what the fairs have to offer", as von Gymnich sums up.

**Paperworld in Frankfurt** has been the first port of call for the international paper, office supplies and stationery sector for 25 years, and industry players can experience the unique breadth and depth of the entire product range there. In the course of globalisation in the industry, Messe Frankfurt, which is an exhibition corporation that operates worldwide, has also internationalised Paperworld with further offshoots of the fair. In 2001, the **Hong Kong International Stationery Fair** laid the foundations for the Paperworld brand's successful overseas activities. This was followed in 2005 by **Paperworld China** in Shanghai and in 2011 by **Paperworld Middle East** in Dubai, which takes place in parallel with **Playworld Middle East**.

#### **An overview of Paperworld events:**

##### **Frankfurt am Main, Germany**

##### **Paperworld – The visionary office and the stationery trends**

Next date: 27 to 30 January 2018 in Frankfurt am Main

Paperworld is the world's most important information and communication platform for the German and international paper, office supplies and stationery sector. The leading international fair showcases the latest

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products and trends in the industry every year in Frankfurt am Main. Paperworld provides innovative business ideas for the wholesale, retail and specialist trade, for booksellers, internet and mail order companies, and commercial end users. With 33,558 buyers and trade visitors from 143 countries (just under 70 percent come from outside Germany) and 1,520 exhibitors from 58 countries, Paperworld is the most international trade fair in its sector. Paperworld features a breadth and depth of products, ranging from office and school supplies, gift articles, packaging products and printing accessories, to exclusive stationery products, and writing and drawing instruments for private and commercial use. In addition, it offers a diversity of inspiration and sector know-how with its varied events and conference programme.

### **Dubai, United Arab Emirates**

#### **Paperworld Middle East**

Next date: 27 February to 1 March 2018 in Dubai

Paperworld Middle East is the most important trading platform for the paper, office supplies and stationery sector in the Near and Middle East, as well as the African catchment area. With 313 exhibitors from 42 countries (2016: 304 exhibitors) and 6,443 visitors from 93 countries (2016: 6,774 visitors), the 2017 event once again affirmed its preeminent position in the region. The seventh edition of Paperworld Middle East was the ideal platform for exhibitors to make contacts and tap into new markets. They were also able to use the fair to generate business growth, present their innovative products and find out about trends and developments in the industry.

### **Shanghai, China**

#### **Paperworld China**

Next date: Autumn 2018 in Shanghai

In 2016, Paperworld China recorded more visitors than for the previous year (22,932 visitors from 91 countries as compared with 22,548 visitors from 80 countries in 2015). A total of 510 exhibitors from 12 countries (2015: 476 exhibitors from 11 countries) showcased their products in the Shanghai New International Expo Centre. Paperworld China is the perfect networking platform in the Shanghai business hub and the place where East meets West. As a professional one-stop venue, Paperworld China presents a comprehensive product range that includes simple and elegant stationery products, office supplies, corporate gifts and handicraft items.

### **Hong Kong, China**

#### **Hong Kong International Stationery Fair**

Next date: 8 to 11 January 2018 in Hong Kong

The Hong Kong International Stationery Fair ranks among Asia's most important procurement platforms for office and school supplies. In 2017, 20,821 visitors came to the event (2016: 20,519) and 255 exhibitors (2016: 238) showcased their products. The spectrum of products on show encompasses stationery and office supplies, greeting cards, handicraft requisites, school satchels and gift bags. In addition, the event offers an extensive complementary programme, with lectures from prominent experts in the sector. Messe Frankfurt organises the event in cooperation with the Hong Kong Trade Development Council.

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## **More fairs in the Consumer Goods & Leisure business field:**

### **Dubai, United Arab Emirates**

#### **Playworld Middle East**

Next date: 27 February to 1 March 2018 in Dubai

Playworld Middle East is the platform for toys, games and children's products. It is the perfect complement to Paperworld Middle East, which takes place in parallel, and it provides synergies for retailers and distributors. Playworld Middle East has been staged in Dubai since 2002 by Messe Frankfurt.

### **Guangzhou, China**

#### **Toy & Hobby China**

#### **Baby & Stroller China**

Next date: 8 to 10 April 2018 in Guangzhou

Toy & Hobby China is an unmissable event for the toy sector and *the* meeting place for buyers, manufacturers, retailers and suppliers in Guangzhou. Organised by Messe Frankfurt (HK) Ltd in cooperation with the Guangdong Toy Association (GDTA), the fair will be held at the beginning of April 2018, together with Baby & Stroller China. The two events attracted 1,068 exhibitors in 2017 (2016: 1,006 exhibitors) and 53,856 visitors (2016: 48,521 visitors).

### **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 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)