

Press release

May 2019

Paperworld China 2019: applications for the 2nd 'Best Stationery of China BSOC' awards open

Nichole Chang
Tel. +852 2230 9226
nichole.chang@
hongkong.messefrankfurt.com
www.messefrankfurt.com.hk
www.paperworldchina.com
PWC19_PR2

Asia's leading trade fair dedicated to the stationery and office supplies industries, Paperworld China, arranges various fringe events to facilitate industry growth. One of many highlights is the 'Best Stationery of China BSOC' awards. Following positive feedback in 2018, the awards return this year to discover excellent stationery design work from around the world. The deadline for award applications is 31 July 2019.

Jointly organised by Messe Frankfurt (Shanghai) Co Ltd, Suzhou Momicafe Books Co Ltd and Guokr, the awards aim to raise awareness of Chinese made stationery and promote innovative and higher standards of design. In 2018, the awards received over 400 design entries from around the world, including entries from big industry names Comix, Dimanche, Faber-Castell, Jomily, Kokuyo, K-paper, MONAMI, Pilotpen, Schneider, and many more.

A previous winner and an exhibitor at Paperworld China 2018, Shandong Orange Paper, has confirmed that they will participate in the upcoming awards. The General Manager of the company, Ms Shaoying Jiang, was amazed by how the awards helped to raise awareness of their unique design in 2018: "Our paper globes, which won the BSOC awards, has received a lot of attention at our booth. The organiser has featured our brand on its social media platform, and our stand has been swarming with visitors. Besides the awards, the fair itself enables us to meet agents and industry players who are pioneering new retail business models."

In addition to awards for the top 10 stationery products of 2019, the 2nd 'Best Stationery of China BSOC' awards, will see the introduction of six more categories. The additional categories will recognise designs for "Appearance", "Functionality", "Material", "Manufacturing Technique", "Packaging" and "Environmentally-Friendly". The jury is formed of 27 professionals from the Chinese stationery industry, including Ms Wendy Wang, founder and CEO from Chenzao, an inspirational women's brand and high quality journal supplier, and Mr Patrick Ng from the supermarket chain city'super. Mr Patrick Ng, Concept and Merchandising Manager of the Stationery & Moving Departments of city'super Limited, explores stationery and related products from all over the world for city'super and LOG-ON.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
25 Harbour Road, Wanchai, Hong Kong

Apart from the 27 jury members, the awards will also invite 500 stationery, bookstore and retail store managers as well as 200 students from design schools to vote on their favorite pieces. Eligible entries are limited to stationery and creative products marketed in China between 1 January 2018 and 31 July 2019. The award ceremony will be held on the first day of the fair, after which the winning products will be displayed in a dedicated showcase at the fair.

Paperworld China 2019 will be held from 15 – 17 November at the National Exhibition and Convention Center (Shanghai). Across 24,000 sqm of exhibition space, the show is expected to welcome 500 exhibitors, showcasing a comprehensive spectrum of stationery, office supplies, hobby and craft products.

For more information about members of the jury, please visit <https://paperworldchina.hk.messefrankfurt.com/shanghai/en/programme-events/best-stationery-of-china.html>

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

Other Paperworld brand shows include:

- **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 Middle East / Playworld Middle East**
9 – 11 March 2020, Dubai

For more details about these fairs, please visit <http://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

Paperworld China
Shanghai, 15 – 17 November 2019