

Press release

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## Hong Kong International Stationery fair gears up for the 2020s with eco-friendly elements and an inspiring seminar programme

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The countdown to the landmark 20<sup>th</sup> edition of the Hong Kong International Stationery Fair has entered its final few weeks, with buyers and exhibitors from around the world looking forward to a productive four days of business. As a hub of creative designs and innovative ideas, the fair will bring buyers face-to-face with today's trendiest stationery items at specialist zones, a themed display area and a packed seminar programme. With around 200 international exhibitors in attendance, the fair to be co-organised by Messe Frankfurt (HK) Ltd and the Hong Kong Trade Development Council will take place from 6–9 January 2020 at the Hong Kong Convention and Exhibition Centre.



According to Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd, the upcoming fair will embrace modern elements as it enters the new decade: “Market trends such as the growing demand for eco-friendly products will be reflected through various elements of the 2020 fair. For example, in addition to hosting many exhibitors of green

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stationery, the fair's seminar programme will include a presentation on green purchasing. The organisation of the fair is also being conducted with sustainability in mind. In previous years, we have reduced the consumption of paper and plastic by incorporating eco-friendly initiatives such as online registration systems and an e-fair catalogue. At the 2020 edition, we will take further steps, including a transition to LED lights at all exhibitor booths to reduce electricity consumption."

### **Stationery trends, retail models and green purchasing on the agenda at trend-setting seminar programme**

Together with the impressive product line-up that buyers will find in the aisles of the exhibition, visitors to the upcoming fair will have opportunities to gain valuable industry insights at the fair's trend-setting seminar programme. The programme will inspire new avenues for business by promoting new product ideas and sales channels.

One of the many highlights will be a seminar on current design trends delivered by Mr Masayuki Takabatake – also known as Japan's 'Stationery King'. The seminar will focus on the different types of stationery available in Japanese stores, such as water colour and ball point pens as well as high quality stationery available at reasonable prices. Another focus will be the role of stationery in the digital age. As tools for exchanging and recording information, pen and paper have been displaced by smart phones and computers. In this new age, buyers increasingly choose stationery based on pleasing aesthetics such as warm colours, interesting decorations, and attractive materials.

New retail trends will also be a theme at a seminar delivered by Mr Eric Fu, the founder of Gift Idea. The company is a popular Hong Kong based retailer of stylish stationery and art materials. It is also a provider of calligraphy and painting workshops. In addition to exciting trends, it will also share information on best practices in the stationery retail industry.

Another significant highlight of the seminar programme will be a presentation on green purchasing. Delivered by Mr Steven Choi Chun-pang, the Head of Certification for the Hong Kong Green Label Scheme, the presentation will include information on green labelling, a method of product differentiation that allows consumers to easily identify items that have been manufactured from eco-friendly materials. Green certification not only serves as an effective sourcing tool for buyers, it also acts as an effective marketing strategy that helps suppliers to improve their brand image.

### **'All Kinds Alike' display area to highlight shared aesthetics**

At each edition of the Hong Kong International Stationery Fair, a themed display area is set up to enthuse buyers with new ideas. The theme display area for the upcoming 20<sup>th</sup> edition has been confirmed as 'All Kinds Alike'.

The criteria for stationery displayed at the area includes warm colours, rectangular shapes and the use of three raw materials: wood, paper and metal. Stationery with these shared characteristics will be divided into

separate groups based on functionality, materials and appearance.

Apart from the themed display area, distinct product zones will also provide an efficient sourcing experience. The exhibition will be split into five separate zones: 'Gift Stationery', 'Smart Office', 'Kids & School', 'Pen & Paper' and 'DIY Supplies'. In addition, there will be an international pavilion from renowned industry association – the Korea Stationery Industry Cooperative (KSIC).

### **Synergy for more business opportunities**

The Hong Kong International Stationery Fair will be held concurrently with the HKTDC's Hong Kong Toys & Games Fair, the Hong Kong Baby Products Fair and the Hong Kong International Licensing Show at the Hong Kong Convention and Exhibition Centre. Both the Toys & Games Fair and the International Licensing Show are the largest fairs of their kind in Asia. In 2019, the four fairs together gathered more than 130,000 buyers, creating plenty of business opportunities for exhibitors.

For further information about the Hong Kong International Stationery Fair, please visit [www.hkstationeryfair.com](http://www.hkstationeryfair.com).

Today's Hong Kong from an insiders' view:

<https://youtu.be/Po6YIEbwqZQ>

### **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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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)

\* preliminary figures 2019

### **About the HKTDC**

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With 50 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With more than 50 years of experience, the HKTDC organises international exhibitions, conferences and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing business insights and information via trade publications, research reports and digital channels including the media room. For more information, please visit: [www.hktdc.com/aboutus](http://www.hktdc.com/aboutus).

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