

Press release

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20th Hong Kong International Stationery Fair opens from 6 – 9 January

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Gathering a unique blend of suppliers from Asia’s manufacturing and creative bases, the 20th Hong Kong International Stationery Fair opens next week with some 220 exhibitors in attendance. Always in touch with market trends, the fair offers an ideal start to the trading season, connecting trade visitors with everything from stylish notebooks and writing instruments, to practical office supplies and educational items.

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Taking place in Hall 5B of the Hong Kong Convention and Exhibition Centre, the fair will welcome exhibitors from 10 countries and regions, including established brands such as China First Pencil, M&G, Qiangu and Willing Horse from Mainland China; Donerland, Jong le Nara and Mungyo from Korea; MUST from Greece and Kiky from Indonesia.

Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd, is looking forward to another productive four days of business: “As an international marketplace in Asia that attracts wholesalers, retailers, importers and distributors from around the world, the fair helps exhibitors find the right distribution channels for their products. Participants can find new business partners, and thanks to the trend-setting seminar programme they can also learn about green purchasing, digital marketing and other important issues. We are excited to kick off another edition that will put the industry firmly in touch with consumer and retailing trends for the coming year.”

Showcasing the most in-demand stationery products, the fair’s popular themed zones will once again be returning to the show floor. Between ‘DIY supplies’, ‘Gift Stationery’, ‘Kids & School’, ‘Pen & Paper’ and ‘Smart Office’, buyers will have the opportunity to locate a mix of painting supplies, scrapbooking materials, calendars, sticky notes, diaries, notebooks, greeting cards, coloring pens and more.

In addition, the popular Korea Pavilion will feature at the show for the fifth year, hosting thirteen exhibitors of gift and promotional items, licensed stationery, art materials and back to school items.

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Sales strategies, design trends and green business headline seminar programme

As an international stationery showcase, the Hong Kong International Stationery Fair offers much more than just sourcing opportunities. With so many industry stakeholders gathered together, the fair's seminar programme provides the perfect occasion to exchange information about industry changes.

Of value to retailers, this year's 'Diversified Market Trends of Stationery' seminar will provide information on sales strategies, promotional channels and the changing role of stationery in the digital age. Taking place on day one of the programme, the seminar's speakers include renowned Japanese stationery expert Mr Masauki Takabatake, and the founder of Hong Kong based retailer 'GIFT IDEA', Mr Eric Fu.

Another standout event is the 'Reimagine Digital Marketing in 2020' seminar which will present the must-know digital marketing strategies to tap into the business opportunities in Hong Kong and Mainland China, while green procurement and eco-labeling are on the agenda at the 'From Green Business to Win Business' seminar.

Besides the seminar programme, the fair's 'All Kinds Alike' Theme Display Area is also likely to pique buyer interest. Greeting visitors at the entrance of Hall 5B, a variety of similar stationeries, in terms of function, material or appearance, will enable visitors to think about the true value and attractiveness of stationery itself.

Synergy for more business opportunities

The Hong Kong International Stationery Fair will be held concurrently with the HKTDC Hong Kong Toys & Games Fair, the HKTDC Hong Kong Baby Products Fair and the HKTDC Hong Kong International Licensing Show at the Hong Kong Convention and Exhibition Centre, creating plenty of business opportunities for exhibitors.

For further information about the Hong Kong International Stationery Fair, please visit 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

* preliminary figures 2019

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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 Mainland China, the HKTDC promotes Hong Kong as a platform for doing business with Mainland 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: <http://aboutus.hktdc.com/>.

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