

Press release

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Paperworld China: highly anticipated 2019 edition opens from 15 November

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PWC19_OR

Paperworld China – the leading trade fair for the stationery, office supplies and hobby and crafts sectors in Asia – kicks off from 15 November at the National Exhibition and Convention Center (Shanghai). In its 15th edition, the show will occupy 23,000 sqm of exhibition space in Hall 5.1 and welcome 424 exhibitors from 15 countries and regions. Exhibitors from Austria, China, France, Germany, Hong Kong, India, Israel, Japan, Lithuania, Malaysia, South Korea, Spain, Switzerland, Taiwan and the United States will showcase the most cutting-edge stationery products at the fair.

Owing to its well established reputation, the fair has attracted renowned brands such as Beifa, Brita, Comix, Daycraft, Guangbo, Kodomo No Kao, Kumamon, Mcusta, Mindwave, Monami, Morning Glory, Pelikan, Pilot, Platinum, Sakura, Shanghai Marie, Tsukineko, Umajirushi, Wacom, and Zebra. As in previous years, four distinct zones: Stationery and Hobby, Tomorrow's Office, Cultural and Creative, and Quality Suppliers will inspire the likes of major retailers and distributors with new product ideas and stationery trends.

Fostering original brands, building an integrated platform

Alongside the rise of Chinese stationery brands in recent years, Paperworld China has continued to support business and cultural exchange. The fair has promoted creative brands and excellent original designs, helping to connect them with new sales channels and distribution partners.

Just one avenue through which this has been achieved is the 'Best Stationery of China BSOC' awards, which help companies to boost their brand exposure. Initiated by Paperworld China, last year's awards captured a lot of attention from the industry. Building on its previous success, the second edition was successfully held to discover excellent stationery designs from around the world, upholding its core values of 'ethics', 'charm', 'innovation', and 'inheritance'. This year, additional principles assessed designs for 'appearance', 'functionality', 'environmental-friendliness', 'materials', 'manufacturing' and 'packaging'. Over 200 first-rate brands, independent studios and popular designs entered the competition. Because of strong competition, 12 entries received the 'Top 10 Best Stationery of China BSOC' award, with four products receiving the same score. The award ceremony will take place on the first day of the fair with both the entries and winning designs set to

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be displayed at the show.

The 'Small yet Beautiful' showcase, a mock-up retail store, has always been the most popular zone of Paperworld China. The display occupies 165 sqm and includes a cafeteria and an interactive art workshop. This year the showcase will provide sales solutions for retailers and distributors including store display inspirations, linear planning methods, and product sourcing ideas. It will also serve as a business and information exchange hub for unique products and interesting trends. Drawing inspiration from the Japanese concept of 'Zakka', an exclusive area will also display consumer products that are closely related to lifestyle. The store display inspirations and product sourcing ideas of this zone will reflect modern Chinese consumer preferences.

Elsewhere, Paperworld China will once again join hands with Sunon Group and Zhejiang Growin International Exhibition & Convention Co Ltd to create the 'Tomorrow's Office' zone. The zone demonstrates the future of smart office, learning, and lifestyle including cutting-edge office supplies. With China entering the era of 5G in 2019, the zone will also focus on innovative connective technologies that bring convenience to both work and home life. Office equipment such as smart desk lamps and height adjustable standing desks will be displayed in this area.

Also to be found at this year's Paperworld China is the 'Design S' zone, which serves as a focal point for producers of exclusive products to showcase their interesting design inspirations. Social media channels such as Weibo and WeChat will be used to promote the zone's exhibitors to a wider audience. Some of the zone's participating brands include Ait, Dimanche, Dosee Design, Honorscent, Peddy, Rcube and many more.

Business advice and hands-on learning experiences on offer at seminars and workshops

In addition to the 'Best Stationery of China BSOC' awards, other fringe events are also not to be missed. Market insights and hands-on learning opportunities will be provided to industry professionals as well as stationery handicraft lovers, particularly in the areas of retail, culture and creative ideas.

One of many highlights is a forum titled 'In stationery retail, which kind of store can make money?'. At the forum, industry experts will address hot topics such as how to sustain business in the stationery retail sector; who can stand out from competitors in the second half of the stationery retail season; and how to find growth drivers for stationery retail in a competitive market.

Paperworld China will also join hands with the world-renowned exchange platform 'TEDxYouth'. Under the theme of 'Crazy stationery', key opinion leaders will speak on the topics of technology, creativity, designs, and hobbies. They will also share their passion for stationery and the life-changing effects it can have.

Besides these features, another big attraction will be the 'Hobby Town DIY workshop'. As in previous editions, famous handicraft instructors from Japan will interact with handicraft enthusiasts at the workshop to deliver DIY guidance on items such as creative Christmas candy folding cartons, gold leaf photo frames, novel key rings, portfolios, Christmas Ziplock bags, and more.

For more information about the show, please visit www.paperworldchina.com or email: stationery@hongkong.messefrankfurt.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
- **Paperworld Middle East / Playworld Middle East**
9 – 11 March 2020, Dubai
- **Paperworld India / Corporate Gifts Show**
19 – 22 March 2020, Mumbai

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 €718 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