

Press release

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New partner joins Paperworld China 2020 to form a strong industry alliance

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The China Stationery and Sporting Goods Association (CSSGA) will join hands with Messe Frankfurt (Shanghai) Co Ltd to organise Paperworld China, one of the leading exhibitions in Asia for stationery, office supplies and hobby, arts and crafts supplies. The new cooperation will commence from the 2020 edition, which will be held from 19 – 21 November at the National Exhibition and Convention Center (Shanghai).

Riding on the strategic partnership, the organisers will usher a larger scale of show with an expansion to 27,000 sqm of exhibition space. This year's show will be staged with a brand new look, anticipated to attract more exhibitors from the entire industry chain to showcase their impressive array of products.

Paperworld China is home to an extremely comprehensive product scope that connects the upstream and downstream of the industry chain. Every year, new product designs and innovations as well as a wide range of fringe events covering topics of industry transformation and future prospects are explored, and the 2020 edition is no different. This year, the spotlight is placed on the new partner addition, the China Stationery and Sporting Goods Association. It is accredited by the Ministry of Civil Affairs of China, with a mission to foster the development of the stationery and sports industries. The abundant industry resources and wide network possessed by the Association will bring in more first-tier Chinese brands to exhibit at the show, thereby attracting more professional visitors and propelling Paperworld China to a whole new level.

Remarking on the collaboration, Ms Xiaoli Yi, Chairman of the CSSGA acknowledged the benefits of co-organising Paperworld China. She commented: "Recent challenges bring uncertainty to the Chinese and world economy. In view of the circumstance, accelerating the industry's transformation and development as well as expanding the consumer market are the most pressing issues. We trust that co-organising Paperworld China will present us with an unparalleled access to spark new prospects for the country's cultural, stationery and office supplies sectors. The collaboration

Messe Frankfurt (HK) Ltd
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25 Harbour Road, Wanchai, Hong Kong

will further solidify the show's position as a premier platform in the region."

Also looking forward to the new industry tie, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd said: "Our partnership will enable us both to benefit from complementary resources. Paperworld China has taken root in Eastern China for 16 years and has become a highly recognised trade fair regarded for its quality. As a professional exhibition organiser, Messe Frankfurt has accumulated a wealth of sales channels and network resources, as well as ample industry support. These resources are the keys that have built a solid foundation for Paperworld China. I trust that the new alliance will further bolster the show's competitiveness, and will make its way to a more diversified industry event with a stronger product portfolio and an enhanced fringe programme."

Product portfolio strengthened with new Art and Painting zone

According to data from the Qianzhan Industry Research Institute, China's art education industry has developed rapidly, driven by favourable art education policies and rising consumer demand. Experiencing year-on-year living standard improvements and increasing urbanisation, Chinese parents in third and fourth-tier cities have gradually become more accepting of art education and training for their children. As a result, the art education industry will continue to maintain a steady growth trend. It is expected that the size of the art education market will reach roughly USD 21 billion in 2020¹.

A newly launched "Art and Painting" zone will be the destination for industry players to capitalise on opportunities in this growing sector at Paperworld China. The new zone will form part of four dedicated product zones which will also include "Smart Learning & Stationery Trends", "Tomorrow's Office", and "Creative and Cultural".

Enhanced fringe programme to cover the entire industry value chain

The fair's concurrent programme of events and forums has consistently been a cornerstone of its success, and the new organiser alliance will make this year's fringe programme even more exciting and inspiring. Just one example is the newly introduced "China's Top 100 Stationery and Office Supplies Companies Summit", which is a themed conference that will take place throughout the three-day fair. Comprising of a series of conferences and seminars, it will welcome senior management from industry heavyweights to share their insights on timely topics, as well as future developments in China's stationery and office

Paperworld China
Shanghai, 19 – 21 November 2020

¹ 'Report of market prospective and investment strategy planning on China's education and training industry,' www.qianzhan.com. Retrieved: April 2020

supplies industry. This will assist both exhibitors and visitors in formulating their business strategies.

In addition, the “Industry Excellence Conference”, successfully organised by the CSSGA for many years, will be brought into Paperworld China in a bid to connect participants with role models that they can learn from. Placing a spotlight on outstanding business platforms, individuals, and dealers of stationery and office supplies, the event will detail the successes of select businesses with a focus on how they have improved their brand image, management capabilities, and service quality.

Another highlight will be the highly anticipated “Sidanxing · Best Stationery of China BSOC” Awards (previously named “Best Stationery of China BSOC” Awards), which will look to build on the tremendous success of past editions. This year, the Awards will cooperate with the prestigious CISE Award, organised by the CSSGA, which is regarded as the "Oscar" award of the country's stationery industry. Professors from the Academy of Arts & Design, Tsinghua University, esteemed industry experts, large channel dealers, retailers, and young leaders of the stationery community will form an authoritative jury panel. The panel will carefully select outstanding Chinese brands with the aim of fostering the development and popularity of original stationery, office supplies and peripheral products, while also increasing awareness of protecting intellectual property rights.

What's more exciting is, this year's Awards will collaborate with JD.com to increase benefits for the award-winning brands through product display and online promotion. JD.com is one of China's leading one-stop e-commerce platforms, providing over 360 million active customers with direct access to an unrivalled range of authentic, high-quality products, and helping leading local and international brands tap into China's fast-growing e-commerce market.

Thanks to the newly announced organiser collaboration, the 2020 show will feature even more of China's leading manufacturers, suppliers and noted speakers. Participants will be able to obtain first-hand information on everything from stationery & office supplies to stationery gift items, art and craft supplies, while having the opportunities to gain insights on industry technology, equipment, and future prospects via a series of thought-provoking conferences and seminars.

More detailed information on fringe programme will be announced at a later stage.

The 2019 edition of Paperworld China covered an exhibition space of 23,000 sqm and attracted 426 exhibitors from 15 countries and regions: Austria, China, France, Germany, Hong Kong, India, Israel, Japan, Lithuania, Malaysia, South Korea, Spain,

Switzerland, Taiwan and the US. The exhibition attracted a total of 30,629 professional buyers from 49 countries and regions.

For more information about the show, please visit

www.paperworldchina.com or email:
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Other Paperworld brand shows include:

- **Hong Kong International Stationery Fair**
11 – 14 January 2021, Hong Kong
- **Paperworld India / Corporate Gifts Show**
21 – 23 January 2021, Mumbai
- **Paperworld**
30 January – 2 February 2021, Frankfurt am Main
- **Paperworld Middle East / Playworld Middle East**
2 – 4 March 2021, Dubai

For more details about these fairs, please visit

www.global.paperworld.messefrankfurt.com.

Background information on the China Stationery and Sporting Goods Association

The China Stationery and Sporting Goods Association (CSSGA) is accredited by the Ministry of Civil Affairs of China. It is a national-level industrial association dedicated to managing the stationery and sporting industries, and forming a communication bridge between the government and the two industries. So far the CSSGA has enrolled 800 enterprise members from around China.

Background information on Messe Frankfurt (as of December 2019)

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