

Press release

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## An international presence: Paperworld now in five locations across the world

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**Paperworld is firmly established in the market as a global trade-fair brand and the most important business platform for paper, office supplies and stationery products. Trade-fair participants benefit from high-growth markets at Paperworld trade events in Frankfurt, Hong Kong, Dubai and Shanghai and from 2019 onwards in Mumbai as well.**

In 2018, Messe Frankfurt enabled more than 2,600 exhibitors and more than 88,000 trade visitors to make new business contacts and conclude significant transactions at Paperworld shows in four locations, with Frankfurt being the most important trading platform in the sector. In 2019 the brand further expanded to Mumbai with Paperworld India, being a strategic alliance with Gifts & Accessories, a Division of Netlink Solutions (India) Ltd. "The globally interconnected industry of paper, office supplies and stationery needs trade platforms in key markets to link supply and demand. Our Paperworld trade fairs offer a perfect mix of unique product diversity, internationality, excellent service and forward-looking trends", says Julia Uherek, Group Show Director Consumer Goods at Messe Frankfurt Exhibition GmbH. "Traders and suppliers will find the best business opportunities in proven Messe Frankfurt quality in Frankfurt am Main, Dubai, Shanghai, Hong Kong and Mumbai, as well as at the industry-related fairs Toy & Edu China, Baby & Stroller China, Licensing China, Child Edu & Care Japan and Playworld Middle East."

**Paperworld in Frankfurt** has been the first port of call for the international paper, office supplies and stationery sector. Industry players can experience the unique breadth and depth of the entire product range there. In the course of globalisation in the industry, Messe Frankfurt, an exhibition corporation operating worldwide, has also internationalised Paperworld with further offshoots of the fair. In 2001, the **Hong Kong International Stationery Fair** laid the foundations for the Paperworld brand's successful overseas activities. This was followed in 2005 by **Paperworld China** in Shanghai and in 2011 by **Paperworld Middle East** in Dubai, which takes place in parallel with **Playworld Middle East**. Since 2019 **Paperworld India** offers an additional platform in Mumbai.

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## **An overview of Paperworld events:**

### **Paperworld – The visionary office and the stationery trends**

Next date: 25 to 28 January 2020 in Frankfurt am Main

The leading international trade fair presents the latest products and trends in the paper, office supplies, and stationery sector every year in Frankfurt am Main. Paperworld offers the world's widest range of products in commercial office supplies (visionary office) and the private stationery sector (stationery trends). Last year, 1,665 exhibitors from 64 countries presented their products to 32,340 trade visitors from 143 countries. This makes Paperworld the highlight of the year for the industry and a source of innovative business ideas for wholesalers and retailers, booksellers, the Internet and mail order sector, and commercial consumers. In addition, the wide-ranging event and congress programme provides inspiration and knowledge transfer for retailers, architects, planners, facility managers, as well as heads of educational and seminar facilities who are interested in the latest office trends and interior design concepts.

### **Paperworld China**

Next date: 15 to 17 November 2019 in Shanghai

In 2018, Paperworld China recorded more visitors than for the previous year: 26,868 visitors as compared with 23,368 visitors in 2017. A total of 499 exhibitors from 16 countries showcased their products at the National Exhibition and Convention Center (Shanghai). With November being a prime sourcing period for consumer goods in Asia and China, the fair in particular serves to fulfil the strong market demand throughout the entire holiday shopping seasons. Additionally, the start of the second school term in March in China is boosting demand for back-to-school items. A series of educational events running alongside the trade fair brings together industry players to share ideas and insights on important topics such as the evolving stationery retail.

### **Paperworld Middle East**

Next date: 9 to 11 March 2020 in Dubai

Paperworld Middle East is the most important trading platform for the paper, office supplies and stationery sector in the Near and Middle East, as well as the African catchment area. With 305 exhibitors from 42 countries and 6,908 visitors from 110 countries, the 2019 event once again affirmed its preeminent position in the region. The ninth edition of Paperworld Middle East was the ideal platform for exhibitors to make contacts and tap into new markets. They were also able to use the fair to generate business growth, present their innovative products and find out about trends and developments in the industry. The Corporate Gifts section and Playworld Middle East also proved popular with regional trade buyers.

### **Paperworld India**

Next date: 19 to 22 March 2020 in Mumbai

Paperworld India takes place annually in Mumbai and is strategically bridging the gap between key buyers and sellers for the Indian stationery and writing instruments industry. The 2019 edition was the first show organised together by Messe Frankfurt Trade Fairs India Pvt Ltd and

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Gifts & Accessories, a Division of Netlink Solutions (India) Ltd. 269 exhibitors presented their recent product innovations to 12,287 key buyers (including co-located shows). Corporate Gifts Show is taking place in parallel and will offer the respective synergies.

### **Hong Kong International Stationery Fair**

Next date: 6 to 9 January 2020 in Hong Kong

The Hong Kong International Stationery Fair ranks among Asia's most important procurement platforms for office and school supplies.

In 2019, 21,871 visitors came to the event and 265 exhibitors showcased their products. The spectrum of products on show encompasses stationery and office supplies, greeting cards, handicraft requisites, school satchels and gift bags. In addition, the event offers an extensive complementary programme, with lectures from prominent experts in the sector. Messe Frankfurt organises the event in cooperation with the Hong Kong Trade Development Council.

### **More fairs in the Consumer Goods business field:**

#### **Toy & Edu China / Licensing China / Baby & Stroller China**

Next date: 6 to 8 March 2020 in Shenzhen

Toy & Edu China and the concurrent Baby & Stroller China are known as effective sourcing platforms and industry gatherings for their respective sector in the region. Organised by Messe Frankfurt (HK) Ltd in cooperation with the Guangdong Toy Association and Guangzhou Li Tong Messe Frankfurt Co Ltd, the two events attracted 1,162 exhibitors and 60,508 visitors in 2019. From 2020 onwards the shows will take place in the brand-new Shenzhen World Exhibition & Convention Center and Licensing China will be launched as a concurrent show, featuring product segments all about licensing and licensed products.

#### **Playworld Middle East**

Next date: 9 to 11 March 2020 in Dubai

Playworld Middle East, the platform for toys, games and children's products is the perfect complement to Paperworld Middle East and provides synergies for retailers and distributors. Playworld Middle East has been staged in Dubai since 2002 by Messe Frankfurt.

#### **Corporate Gifts Show**

Next date: 19 to 22 March 2020 in Mumbai

In an era of progressive commercialization and large scale modern retailing, demand for personalised gifting and customised merchandising is increasing. Corporate Gifts Show is taking place parallel to Paperworld India and offers exhibitors and visitors synergies accordingly.

#### **Child Edu & Care Japan**

Next date: 4 to 5 June 2020 in Tokyo

Child Edu & Care Japan, the first and only trade fair for products and services related to childcare and education in Japan, was launched in 2019 in Tokyo. The event provides an ideal business and communication platform for nursery schools, kindergartens and products, respectively service providers for the childcare industry in Japan.

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**Links to website:**

[www.paperworld.messefrankfurt.com/global](http://www.paperworld.messefrankfurt.com/global)

**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](http://www.messefrankfurt.com)