

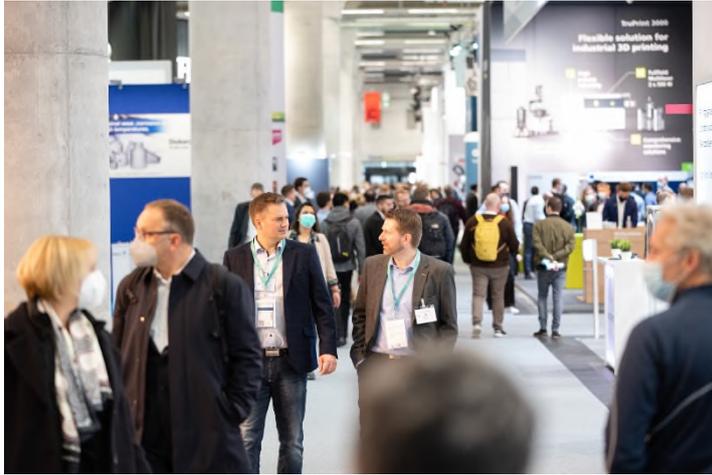
paperworld

Paperworld 2022 is and will remain the meeting place and impulse generator for the paper, office supplies, and stationery market

Frankfurt am Main, November 2021. In the coming year, Paperworld will once again be the international trade fair with the world's largest assortment for commercial office supplies (visionary office) and private stationery supplies (stationery trends). This makes Paperworld a source of innovative business ideas for wholesalers and retailers, booksellers, the internet and mail-order trade and commercial consumers in the stationery market. More than 500 exhibitors from 45 countries have confirmed their participation and are looking forward to the chance to meet again in Frankfurt am Main for personal business talks and real product experiences.

The current trends in the market and new aspects for the modern office will play a central role at Paperworld from 29 January to 1 February 2022. Visitors can expect an extensive programme of information and inspiration on more than 50,000 gross square metres. In this way, the paper, office supplies and stationery trade fair will support the global retail trade in its successful new start. The joy of the restart of this industry highlight is currently clouded by the rise in Covid 19 figures in Germany. Due to the current media coverage, there is uncertainty about participation in trade fairs. "Nine weeks before the start of Paperworld, one thing is quite clear: Paperworld is the industry meeting place and impulse generator for the stationery sector. It is also the platform for new exhibitors and start-ups. With the opportunity for personal exchange, networking on the spot and haptic experiences, it is the most important sales channel for the paper, office supplies, and stationery market", explains Philipp Ferger, Vice President Consumer Goods Fairs. "More than 500 exhibitors from 45 countries have already confirmed their participation in Frankfurt and are looking forward to the hustle and bustle on the exhibition grounds. With more than 50,000 gross square metres, the grounds will have a 65 percent occupancy rate compared to the last event in 2020."

In 2022, Paperworld will stick to its successful concept and present a wide range of products in both "the visionary office" and "the stationery trends" segments - making it and remaining the only paper, office supplies, and stationery trade fair to cover both segments equally. As usual, there will also be a supporting programme with valuable impulses and suggestions. Additional synergies will be provided by Christmasworld, which will be held in parallel, with seasonal decorations and festive decorations, and Creativeworld with its range of products for hobbies, handicrafts and artists' supplies.



An up-to-the-minute look at what's happening at the trade fair in Frankfurt. Welcoming only visitors with vaccination certificate or documents of recovery from Covid 19 during Formnext (16 to 19 November 2021, Copyright: Mesago Messe Frankfurt GmbH / Mathias Kutt)

"Especially now that trade fair business and personal contact with the industry are possible again, we very much appreciate that exhibitors stand by us and want to actively use Paperworld in Frankfurt as a platform for their business contacts and product presentations", says Ferger. The global network of Messe Frankfurt's subsidiaries and sales partners confirms that export-oriented customers - exhibitors and visitors alike - have an above-average EU-compliant inoculation rate. They want to and can come to Paperworld in Frankfurt. Because the quality of the visitors has always been at a very high level and is expected to be so again in 2022.

"In addition, the international vaccination rates and the assessments from the most important exhibitor and visitor countries make us very confident. Even if the obligation for presenting a vaccination certificate or documents of recovery from Covid 19 remains in place at the end of January, a strong international participation would be realistic and achievable, because the vaccination rate among our international exhibitors and visitors who want to come to Frankfurt is above average according to the sample of our network of subsidiaries and sales partners", adds Ferger. The fact that Messe Frankfurt's internationally active customers have an above-average EU-compliant vaccination rate of up to 99 per cent was revealed by a survey of exhibitors and visitors at Ambiente, Christmasworld, Creativeworld and Paperworld conducted by Messe Frankfurt's worldwide sales network.

According to the results of this random sample so far, the picture is clear: the majority of exhibitors and visitors from the top 10 visitor countries, such as Italy, France, the Netherlands, Great Britain, Spain, Poland, the USA, and Greece, have already been fully vaccinated with the vaccines approved in the EU. The same applies to B2B customers from the top 50 visitor countries. This means that not only from Europe, but also from North America, South America, Asia, the Middle East and Africa, the B2B customers have an above-average vaccination rate and can therefore travel to Germany. According to estimates by the subsidiaries and sales partners, a large proportion of the internationally active exhibitors and visitors in many countries have already taken care of the question of vaccination recognition and EU-compliant vaccination at a very early stage, so that they can now apply for flights and visa without any problems.

This is a confident result of the surveys conducted by Messe Frankfurt's subsidiaries and sales partners. They have been in active contact with exhibitors and visitors in all major countries for decades, provide information on the vaccines permitted in Germany and offer support with regard to travel, hotels and German entry regulations. "We are very pleased that the intensive contacts of our local representatives all over the world confirm that we can assume a stable, high vaccination rate among our customers. This means that the requirements for flights and visa can be met. We are convinced that safe and successful trade fairs are not only possible under the given circumstances, but also extremely important for trade to pick up again worldwide," Ferger sums up.

Safety and hygiene concept for safe trade fair visits

Messe Frankfurt's safety and hygiene concept was developed in cooperation with the responsible authorities of the State of Hesse and with the recommendations of the Robert Koch Institute and is regularly adapted to current conditions. The safety of all exhibitors, visitors, partners, and employees has top priority.

Measures include 100 per cent fresh air supply in the exhibition halls, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept and the wearing of mouth and nose protection.

Information on the protection and hygiene concept as well as travel/admission to the grounds can be found here:

paperworld.messefrankfurt.com/hygiene

Ticket shop now open

The ticket shop is now available online. An important change from previous years is that only online tickets can be purchased for the trade fairs. In 2022, there will be no on-site box offices due to the Covid 19 measures in force. In addition, all tickets are not only personalised but also only valid for a specific individual day of visit. The visit date can be selected when purchasing tickets. This ensures that not too many people are on the fairgrounds at the same time.

In addition to the admission ticket, one of the following documents must also be shown in each case for admission to the fairgrounds: Covid 19 vaccination certificate or convalescent certificate. In addition, a photo ID will be checked for data match.

You can find the ticket shop here:

paperworld.messefrankfurt.com/tickets

As usual, Paperworld will be held together with the international consumer-goods fairs Christmasworld and Creativeworld at the end of January:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

Press information & images:

paperworld.messefrankfurt.com/press

On social media:

www.facebook.com/paperworld

www.instagram.com/paperworld.frankfurt

www.linkedin.com/company/paperworldfrankfurt

https://twitter.com/Paperworld_Fair

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Paperworld – The visionary office. The stationery trends.

Next event: 29 January to 1 February 2022 in Frankfurt am Main.

The international trade fair presents the latest products and trends for paper, office supplies and stationery in Frankfurt am Main. Paperworld offers the world's largest range of products for commercial office supplies (visionary office) and private paper and stationery supplies (stationery trends). This makes it a source of innovative business ideas for wholesalers and retailers, booksellers, internet and mail-order businesses and commercial consumers. In addition, the multifaceted complementary programme offers inspiration around the themes of lifestyle trends and Future of Work / New Work for retailers, architects, planners and facility managers.

In 2020, Paperworld welcomed 1,591 exhibitors from 69 countries and 30,723 trade visitors from 141 countries. Further information at paperworld.messefrankfurt.com.

Nextrade – the digital marketplace

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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