

paperworld

MIDDLE EAST

leatherworld

MIDDLE EAST

POST SHOW REPORT 2019

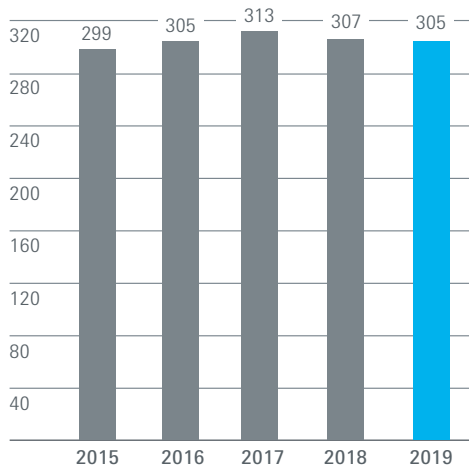
SHOW PROFILE

The region's largest international trade show for the stationery, paper, gifts and office supplies industry, Paperworld Middle East hosted its ninth edition in 2019. The showcase put the spotlight on productivity, creativity and innovation, and also featured Playworld Village (formerly Playworld Middle East) and Leatherworld Middle East.

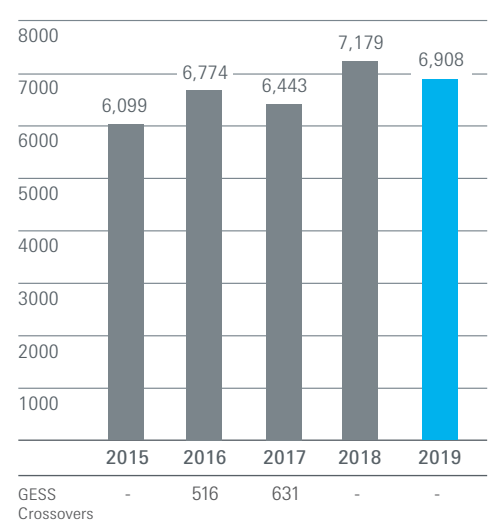
The region's preferred platform for finished leather goods, Leatherworld Middle East returned for its fifth edition in 2019 at Paperworld Middle East. The co-located show added lustre to the overall showcase with a spectacular variety of products.

- Dates** : 18 – 20 March, 2019
- Venue** : Saeed Halls 1 – 3
Dubai World Trade Centre,
UAE
- Organiser** : Messe Frankfurt Middle
East GmbH
- Total Gross Sqm.** : 11,000 sqm.
- Exhibitors** : 305
- Visitors** : 6,908
- Exhibiting Countries** : 42
- Visiting Countries** : 110

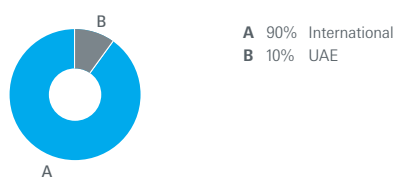
Exhibitor numbers from 2015 – 2019



Visitor numbers from 2015 – 2019

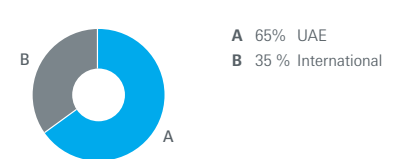


Regional breakdown of PWME exhibitors



305 exhibitors from 42 countries

Regional breakdown of visitors



6908 visitors from 110 countries

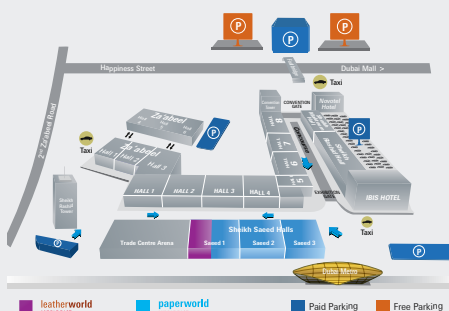
Top 10 Countries by Exhibitors

Countries	Exhibitors
1. China	94
2. India	35
3. UAE	26
4. Korea	14
5. Germany	12
6. Thailand	11
7. Malaysia	9
8. Turkey	8
9. Japan	6
10. Portugal	5

Top 10 Countries by Visitors

Countries	Exhibitors
1. United Arab Emirates	4524
2. India	384
3. Saudi Arabia	311
4. Pakistan	128
5. Kuwait	127
6. Oman	116
7. Iraq	108
8. Egypt	71
9. Germany	65
10. Bahrain	61

2019 VENUE MAP



PRODUCT CATEGORIES



Office
Supplies



Corporate
Gifts



Stationery



Toys & Games



School
Articles



Paper



Promotional
Premiums



Finished
Leather Goods

MARKET INFORMATION

Sustained growth is expected for UAE's writing instruments market which is estimated to be worth

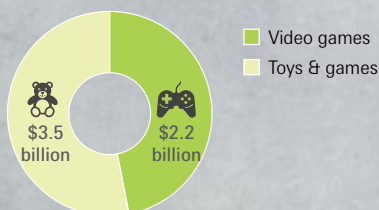
\$147.9 million

in 2022

Global exhibitors at Paperworld Middle East 2018 equipped buyers to capitalise on this opportunity with products dedicated to regional preferences.

Retail Value in the MENA Region, 2018

All figures in US\$



2019 SHOW HIGHLIGHTS

School & Creative



Paperworld Middle East provided a unique opportunity to explore all kinds of innovative products and imaginative solutions for the modern classroom in one place.

www.paperworldME.com/School

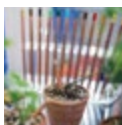
Office & Business



Cutting-edge solutions to optimise productivity and creativity were showcased across a wide range of stationery, office supplies and more.

www.paperworldME.com/Office

The Green Room



The Green Room presented environmentally-friendly, sustainable products that maintain industry norms and cater to corporates and individuals interested in reducing their carbon footprint and sourcing 'green' products.

www.paperworldME.com/Events

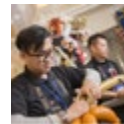
Wrap Star



Great talent deserves the right recognition. Wrap Star offered an exciting opportunity for local gift-wrapping talent to showcase their craft and inspiration.

www.paperworldME.com/Events

Mystery Box



An exciting balloon-shaping competition, Mystery Box invited various balloon shaping artisans to shape their own creations from balloons hidden inside individual boxes.

www.paperworldME.com/Events

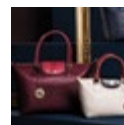
Playworld Village



The only trade exhibition in the region of its kind, Playworld Village provided a vital platform to uncover, unite and build the Middle East's industry for toys and all other products for kids.

www.paperworldME.com/PlayworldVillage

Leatherworld Middle East



The region's foremost platform for finished leather goods, Leatherworld Middle East returned for its fifth edition in 2019 at Paperworld Middle East with wide variety of brands and innovations.

www.leatherworldME.com

Corporate Gifts



Paperworld Middle East featured a dedicated show section for Corporate Gifts in 2019, enabling visitors to find giveaways that impress business partners and clients.

www.paperworldME.com/CorporateGifts

Seminars - Topics include:

Why Reuse is Better Than Single Use - David Connett, President, ETIRA

The African Market: Opportunities and Challenges - Naved Hasan, Associate Editor, Africa Business Pages & Business Guide Africa

Remanufacturing and the decaBDE Contamination Issue - David Connett, President, ETIRA

Nurturing Natural Leadership Mindset Through Personalised Learning Experiences in Child's Early Years Learning and Development - Magdalena Matulewicz, Co-Founder / President of Natural Born Leaders

Born to Play - The Importance of Self-Directed Play in Early Years Education as a Key Tool to Unlocking Children's Fullest Potential - Witold Matulewicz, Co-Founder / VP of Natural Born Leaders

www.paperworldME.com/Seminar



Magdalena Matulewicz
Co-Founder / President,
Natural Born Leaders



David Connett
President
ETIRA



Naved Hasan
Associate Editor
Business Guide Africa



Witold Matulewicz
Co-Founder / Vice President
Natural Born Leaders

Sponsors and Supporters

Launch Partners:



LAMY
Design. Made in Germany.



Industry Partners:



Double A



Corporate Gift Partner:



Official Airline:

