paperworld MIDDLE EAST

Virtual Edition

POST SHOW REPORT 2020

Paperworld Middle East successfully benchmarked itself as the first-ever exhibition for the stationery and office supplies industry to run a virtual edition, linking international businesses through an online platform. The event hosted **1,300+** online buyers from **100** countries where **60+** exhibitors showcased some of their latest cutting-edge tools and technologies.

60 Exhibitors

25 Countries

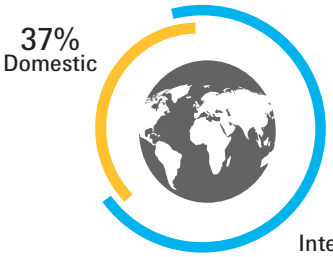
Top 5 exhibiting countries

1. India
2. Turkey
3. Italy
4. Greece
5. Spain

1,304 Trade Visitors

100 Countries

Geographical breakdown of visitors



Visitor overview

74% of visitors were interested in sourcing and learning about products

64% of attendees were first-time visitors at Paperworld Middle East

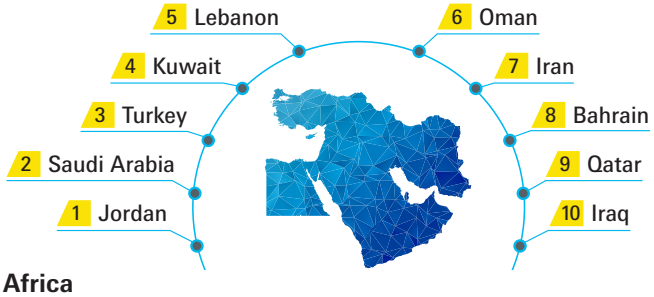
50% of the visitors prefer traditional trade shows vs virtual

Visitors' key products of interest

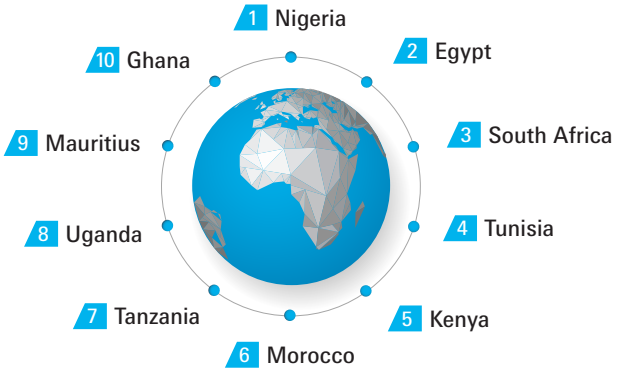
- 46% Office supplies
- 44% Writing instruments
- 39% School articles & children's stationery
- 39% Corporate Gifts
- 39% Office paper and printing products
- 33% Gift articles and gift stationery
- 33% Artist supplies and creative materials
- 21% Wrapping
- 19% Remanufactured printer consumables
- 12% Household paper and transparency paper
- 26% Other

Top 10 visiting countries by region

Middle East (Excluding UAE)

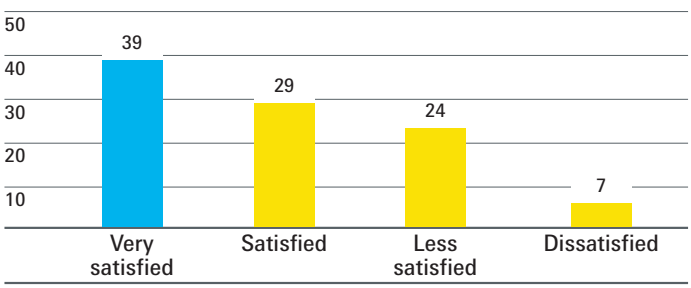


Africa



Visitors' level of satisfaction

(all figures in %)



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