

24 – 26 May, 2021
Dubai World Trade Centre

Office & School



More than paper.

paperworld

MIDDLE EAST



Play & Creative

New decade. New possibilities.

The region's leading exhibition for stationery and creative supplies is set to return in 2021. As the one-stop destination for the office, education and retail sectors, the upcoming edition will also feature Leatherworld Middle East and Gifts & Lifestyle Middle East.



305
Exhibitors



42
Countries



6,908
Trade Visitors



110
Countries



11,000
Gross Square Metres

2019 show figures

Date : 24 – 26 May, 2021
Venue : Dubai World Trade Centre
Exhibition Timings : 10am – 6pm

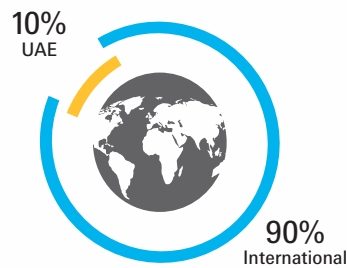
A brilliant range of innovative solutions

- Office Supplies
- School Articles
- Corporate Gifts
- Wrapping
- Office Paper and Transparency Paper
- Household Paper
- Arts and Crafts Supplies
- Printers, Copiers and OEM Supplies
- Remanexpo Middle East
- Party and Festive Articles
- Greeting Cards / Picture Calendars
- Playworld Middle East (Toys & Games)

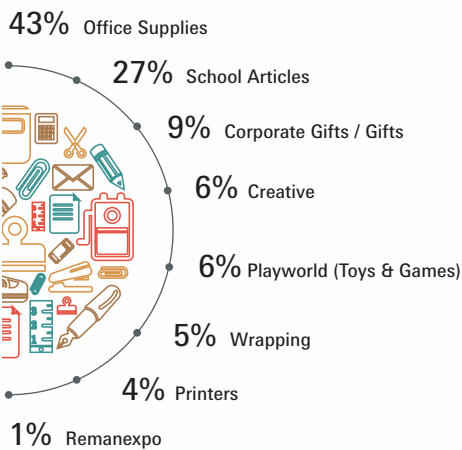
A global stage with a regional focus

As the region’s leading trade exhibition for creative and workplace supplies, Paperworld Middle East is a vital hub for global players to present their trend-setting innovations, build promising connections and explore new opportunities in key emerging markets across the Middle East and Africa.

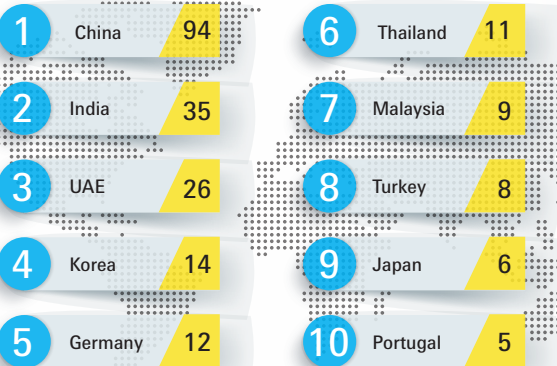
Regional breakdown of exhibitors



Exhibitors by products category / products on display



Top 10 countries by exhibitors



UAE writing instruments market

US\$147.9 million in 2022

Exhibitors’ primary objective for participating



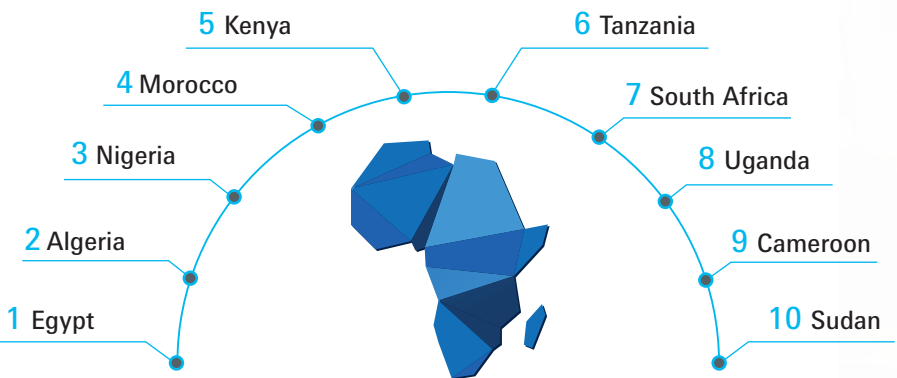
About our visitors

Visited by thousands of purchasers each year, Paperworld Middle East takes place at the perfect time to source for all your paper, stationery and creative requirements in sync with your procurement plans.

Top 10 visiting countries



Top 10 visiting African countries



Visitor Overview

71%

of visitors were from Top Management

70%

of visitors had collective or decisive influence on purchasing decisions

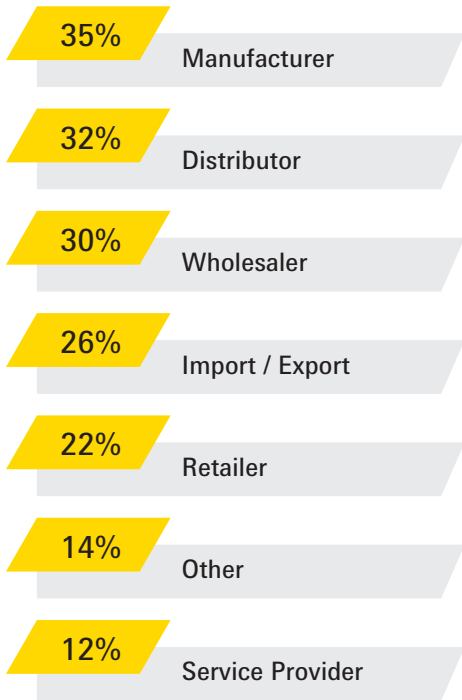
58%

of visitors were satisfied with overall attainment of objectives

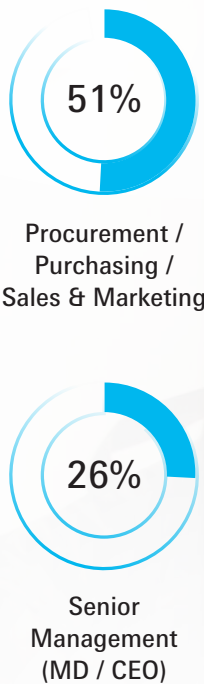


Forge connections that make a difference

Visitors' nature of business (2019)



Visitors' job titles (2019)



Interest based on product range



Event highlights

More than just an exhibition, Paperworld Middle East features an array of special highlights and events that offer exhibitors additional opportunities to learn about promising opportunities and meet new peers and partners.



Corporate Gifts

Showcase new ideas and designs for branded merchandise, ranging from promotional articles and office supplies to luxury items, in this growing segment.

➔ www.paperworldME.com/Corporategifts

Seminars

Deepen your understanding of the latest industry happenings and future trends through a series of insightful, expert-led seminars on topics of rising relevance, such as the African market and remanufacturing.

➔ www.paperworldME.com/Seminars



Wrap Star Competition

Get together with the who's who of the industry to watch the region's top gift wrapping talent battle it out for the coveted title of 'Wrap Star' at this exciting competition that has become a show favourite.

➔ www.paperworldME.com/Wrapstar

Playworld Middle East

The only trade platform in the region dedicated to children's toys, hobbies, baby products, sports equipment and more, Playworld Middle East is the go-to marketplace for regional businesses seeking to source new offerings from global manufacturers and suppliers.

➔ www.paperworldME.com/Wrapstar



Green Room

As interest in environmentally-friendly, sustainable products that maintain industry norms grows across the region, The Green Room provides a dedicated space for pioneers in the field to present their new-age solutions for consumers and corporations.

➔ www.paperworldME.com/Greenroom

Dedicated support, every step of the way

Business Matchmaking

Paperworld Middle East facilitates Business Matchmaking for its exhibitors and visitors free of charge. The goal is to allow exhibitors and pre-registered visitors to pre-schedule specific, targeted appointments to take place during the show, which optimises the time spent at the exhibition for both parties.

For further information, visit www.paperworldME.com/BMM

Marketing Toolbox

The Promotional Digital Portal (PD Portal) contains a number of FREE tools that you can use to promote your presence at the exhibition, including:

- Personalised e-cards
- Personalised printed invitations
- Email signature
- Web banners
- E-newsletter presence
- Invitation letter

Sponsorship Opportunities

Paperworld Middle East allows your company to be involved with the show and have a high level of association and recognition within the industry.

Paperworld Middle East offers selective branding and advertising opportunities only to exhibiting companies. To stand out amongst your competitors and co-exhibitors, choose from the following selected sponsorship packages.

- Online Opportunities
- On-Site Advertising
- Area Branding & Signage
- Digital Advertising
- Special Feature Branding

For further information on sponsorship, contact:

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Head of Sponsorship
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fairconstruction

'Fairconstruction' represents the stand construction services provided by Messe Frankfurt. We are pleased to offer this high quality service to our exhibitors exclusively, starting from USD 90 per sqm.

For further information, visit www.fairconstruction.com

Book Your Stand Now!

Get in touch with us for personalised service and assistance.

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Email: paperworld@uae.messefrankfurt.com

Background Information

Company Profile

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 some €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*

About Messe Frankfurt Middle East GmbH

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, and SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including Digital Next, Think Light, and the International Conference on Future Mobility. In 2019, Messe Frankfurt Middle East exhibitions combined featured 6,282 exhibitors from 68 countries, and attracted 150,545 visitors from 156 countries.

For more information, please visit our website at www.messefrankfurtme.com

We thank our partners for their continued support

Launch Partners:



LAMY
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Industry Partners:



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