

11–13 March 2021  
Mumbai, India

Office & Stationery



# paperworld

INDIA



School & Creative



# Where innovation meets business...

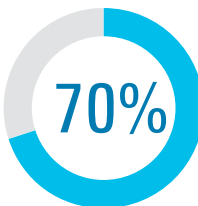
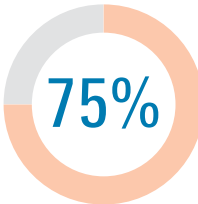
With the onset of progressive industrialization, modernization of work places, innovative uses of crafts by educational institutions and changing dynamics in the retail sector, the Indian market has witnessed increased growth in the consumption of stationery products.

To meet the rising demand for the most vibrant and innovative stationery products and newest writing instruments, industry players will gear up to present the best of their collections, leaving consumers spoilt for choice. The launch edition of Paperworld India will provide you with the perfect business platform to showcase your latest collections and invites you to be part of the biggest industry convergence.



**Mr Manoj Lodaya**, CEO, Great Global Pvt Ltd - Anchor Group  
“Our experience at this show has been excellent, because we welcomed visitors from all over India and also some overseas companies. We feel that this is the best show for the stationery sector in India.”

# Satisfied exhibitor speak



**Mr Ketan Mansukhlal Rajani**, Director, Doms Industries Pvt Ltd  
“This is our fourth year at the show and we clearly see that Messe Frankfurt India’s involvement generated a lot of footfall. We received a very good response from the western, southern and northern regions and the association with Messe Frankfurt India also attracted foreign delegates and investors.”

## Paperworld India: Soaring new level

- 3 Days of business networking opportunities
- 450+ exhibitors (\*including co-located show)
- 1,000+ brands on display
- New product launches
- Innovation zone
- International participation

## Broaden your horizons



Office supplies



Printer & supplies



Stationery supplies



Green stationery



School supplies



Teaching and learning aids, classroom furnishings



Creative materials



Publishers, associations



# Benefit from 360° marketing

-  BTL activation
-  Advertisements
-  Tele calling activity
-  Outdoor promotions
-  Invitations & direct mailing
-  Email, SMS & whatsapp
-  Social media & online promotions
-  Association tie-ups
-  B2B meetings

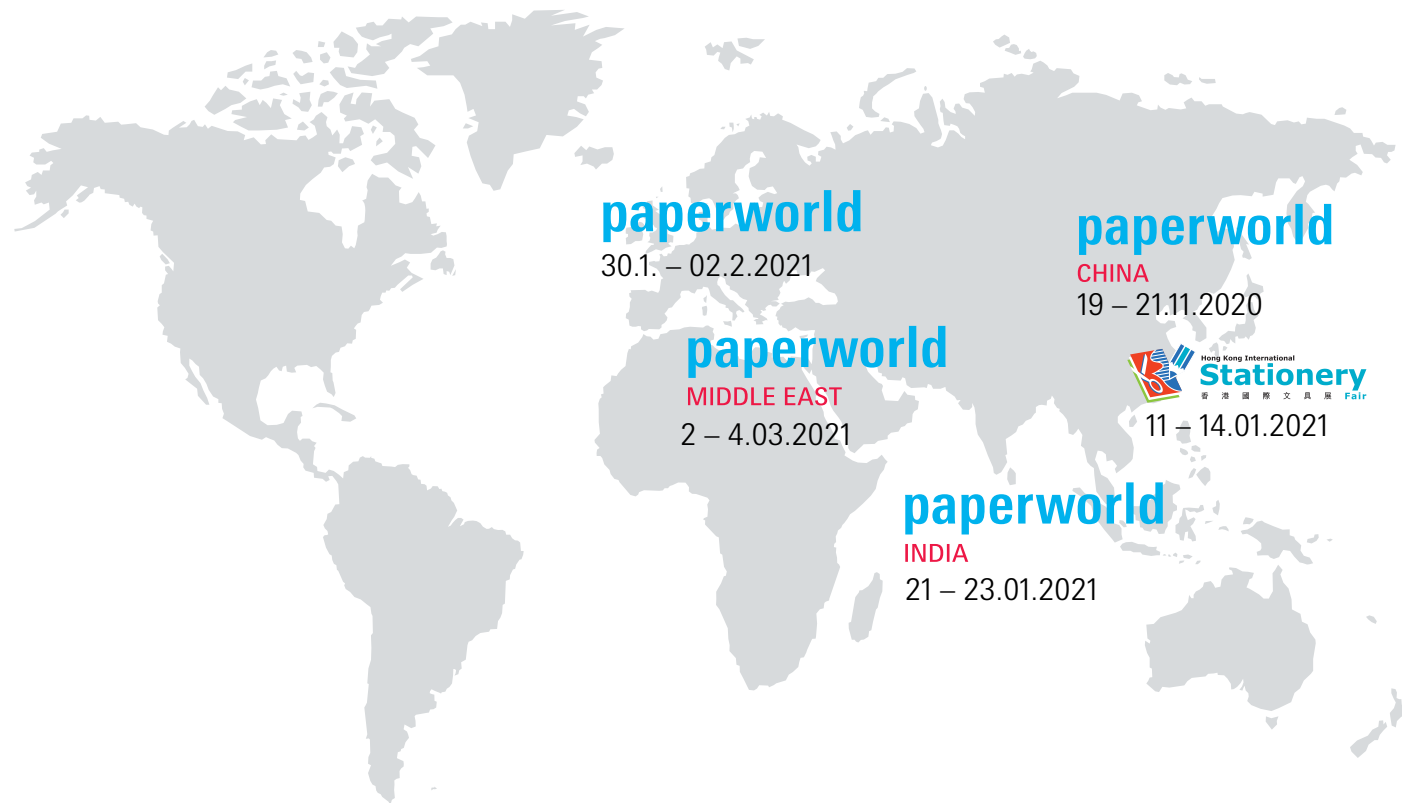
**Mr Noel Fernandes**, Corporate Purchase Manager, Fariyas Hotel

"I was pleased to see a wide range of products showcased by exhibitors. There were many new and international products that I was not aware of, but visiting this show broadened my knowledge and also gave me better choices for products both from domestic and international companies."





# Paperworld worldwide



# Meet the right buyers

- Stationery and paper goods shops
- Large scale and regional distributors
- Wholesalers & stockists
- Department stores and supermarkets
- Corporate buyers and sourcing agents
- Institutional buyers – schools, colleges and universities
- International buyers from neighboring countries



# Co-located shows



interiorlifestyle  
INDIA  
presented by Ambiente India

interiorlifestyle  
INDIA

# Why do the best brands trust us?

- The preferred trade fair for industry brands to launch their new collections
- Drawing from the success of Paperworld, being the largest office and stationery trade fair in the world
- Buyers explore and source the latest products
- Benefit of strategic alliances with key industry associations
- Smooth access to the growing e-tailing, retailing and wholesale segments in India
- Abundant business and networking opportunities with allied programmes



# Background information on Messe Frankfurt Trade Fairs India Pvt. Ltd.

A subsidiary of Messe Frankfurt Exhibition GmbH, one of the largest event organisers in the world, Messe Frankfurt Trade Fairs India Pvt Ltd has a background of colossal experience of the international exhibition and conference industry and expertise in trade-fair marketing. Operational for over 15 years in India, Messe Frankfurt holds a portfolio of 22 prestigious trade fair brands and over 35 conferences establishing itself as the country's most professional and leading trade fair and conference organiser.

With offices in Mumbai and Delhi, a dedicated workforce of over 100 serves the B2B markets of the Indian sub-continent across various genres such as automotive, automation, lighting, technology and production, textiles, consumer goods, entertainment, media and creative industries and environment technology. Messe Frankfurt India also promotes Indian brands in countries across the globe through its International Sales Division, enabling its Indian customers to create a global presence through the Messe Frankfurt trade fair network worldwide. Its in-house stand construction division offers specialised stand-build and branding services to all Indian exhibitors participating in Messe Frankfurt shows internationally.

More than networking and sourcing arenas, events 'Made by Messe Frankfurt' in India are characterised by its knowledge platforms, through conferences, seminars, industry initiatives and CSR activities, making them the most trusted trade platforms.

For more information, please visit our website at:  
[www.in.messefrankfurt.com](http://www.in.messefrankfurt.com)

## Participation details

### Raw space (min 21 sqm)\*

Ideal for your own designer booth. Exhibitors can design and fabricate their stand, subject to organiser's approval. Power supply is charged separately.

### Shell scheme (min 9 sqm)\*

The shell scheme booth includes carpet, octanorm partition, fascia board with company name, 3 spot-lights, 1 lockable counter, 3 chairs, 1 round table, 1 power socket (5 amp) and 1 waste paper bin.

18% Goods & Services Tax (GST) applicable on above rates.

## Reserve your space today!

To know more about Paperworld India and the opportunities entailed, feel free to contact us

### Gifts and Accessories

#### A division of Netlink Solutions (India) Ltd.

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