

# paperworld

## MIDDLE EAST

7 – 9 March, 2011

Dubai International Convention and Exhibition Centre  
Dubai, United Arab Emirates

The world of office  
and paper products

# Paperworld Middle East:

## Opening new markets for the paper, office supplies and stationery industries



### The Exhibition

Paperworld, the leading international trade fair for paper, office supplies and stationery, is launching in Dubai.

An internationally renowned trade exhibition, Paperworld is organised yearly by Messe Frankfurt, one of the world's largest trade fair organisers.

The Paperworld brand is now expanding internationally, strategically choosing Dubai as its



### The Market

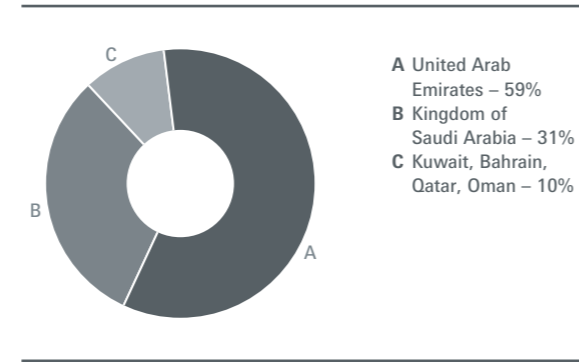
Dubai continues to be a promising market serving the Middle East, Africa and Asia for trade fairs and other events. The Dubai economy is expected to rebound with 2% growth in 2010, according to a December 2009 report by Merrill Lynch Wealth Management. The gross domestic product, or GDP, of the UAE is forecast to record a stronger growth of 4.5% in 2011 in tandem with the same growth pace set by Saudi Arabia and Kuwait.

Another study conducted in June 2009 on behalf of Epoc Messe Frankfurt GmbH revealed that the GCC

next destination, exporting the show identity and recognition to the GCC region.

After conducting concentrated research on the GCC's market potential, Paperworld Middle East will be introduced to Dubai in 2011 by Epoc Messe Frankfurt GmbH and will serve the office supplies and stationery industry in the region.

### GCC market value distribution



market for the paper and stationery industries is worth approximately US\$ 700 million.

Due to large imports and re-exports in the range of 60%, the United Arab Emirates (UAE) is the most important market in the GCC countries for these industries.

Additional markets with great potential in the region are: India, Iran, Arab countries like Egypt, Lebanon, Syria, Jordan, as well as the entire African continent, especially Kenya, Tanzania and South Africa.

### Why exhibit at Paperworld Middle East?

- Tap into new markets and consolidate your company's positioning in the market
- Reach a high concentration of prospective regional buyers under one roof
- Promote your products to a targeted audience in the most cost-effective and efficient way
- Get those important personal contacts that will enable your business to flourish in the region
- Monitor your competition and respond promptly to high changes in demand

### Exhibitor Product Profile



**Office supplies:**  
Office equipment, presentation aids, organisational aids (including organisers, timers), postage, gluing, stamping, office furnishings, writing and drawing utensils, full-range suppliers



**School articles:**  
Writing instruments, drawing materials, exercise books, blocks, folders, schoolbags, cases



**Paper and films**  
**For the office:** Ink-jet paper, laser paper, copier paper, writing paper, envelopes, films, covering materials / book-binding materials  
**For the household:** napkins, decorative films



**Greeting cards / picture calendars:**  
Cards, licenses, designers, picture calendars



**Gift articles:**  
Albums, diaries, writing paper / sets, calligraphy, stuffed animals, trend articles, licensed articles, games, books, fancy articles, corporate gifts  
**Packaging:** gift-wrapping paper and cardboard, ribbons / bows

### Visitor Profile

- Wholesalers and distributors in the stationery industry
- Stationery shops
- Paper, office supplies and stationery businesses
- Office equipment shops
- Centres and markets dedicated to office supplies
- Computer shops
- Book and trade magazine retailers / wholesalers
- Hypermarkets and supermarkets
- Duty-free shops
- Hobby markets
- Craft shops and artists' materials shops
- Gift shops
- Schools and universities
- Toys and leisure products stores
- Photography shops
- Building and DIY markets

### Booking Details

Raw space starting at US\$ 365 per sqm  
Shell scheme full package starting at US\$ 415 per sqm

### Marketing and Sponsorship Opportunities

Ensure that you achieve your marketing goals! Our team has put together a number of interesting marketing tools and features that can be sponsored by our participants, in order to ensure they receive maximum exposure to their target audience.

Please contact the show team for more information at [paperworld@uae.messefrankfurt.com](mailto:paperworld@uae.messefrankfurt.com)

## NEW in 2011

Paperworld Middle East runs together with Festivalworld Middle East and Playworld Middle East. This set of shows brings together a wide variety of exhibitors and visitors that will shape the industry in the Middle East and beyond. Make sure you are part of it!

**festivalworld**  
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**playworld**  
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