

# POST SHOW REPORT 2017



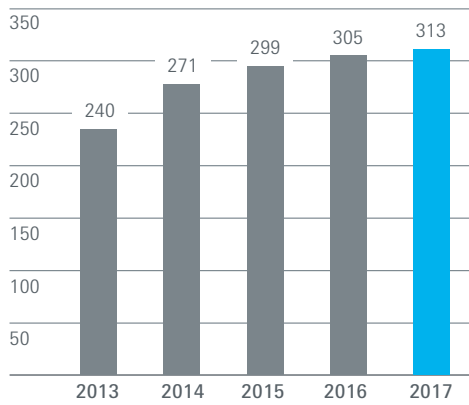
## SHOW PROFILE

Paperworld Middle East is the highpoint of the stationery, paper and office supplies industry in the Middle East. The 7<sup>th</sup> edition consisted of three days of intense networking among top industry professionals and showcased exciting innovations and show-stopping highlights.

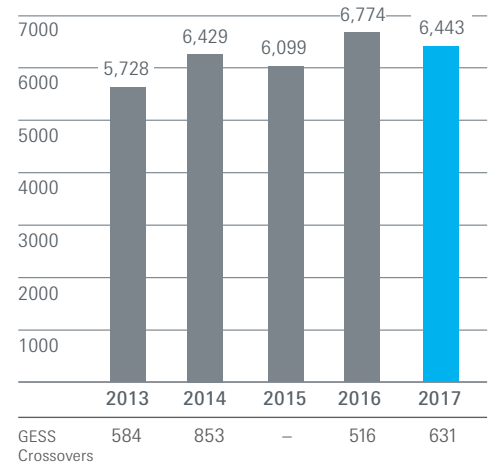
- Edition** : 7<sup>th</sup>
- Date** : 14 – 16 March, 2017
- Venue** : Dubai International Convention and Exhibition Centre
- Organiser** : Messe Frankfurt Middle East GmbH
- Total Gross Sqm.** : 11,170 sqm.
- Exhibitors** : 313
- Visitors** : 6,443

2017 Results

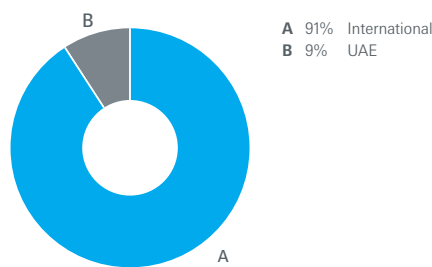
### Exhibitor growth from 2013 – 2017



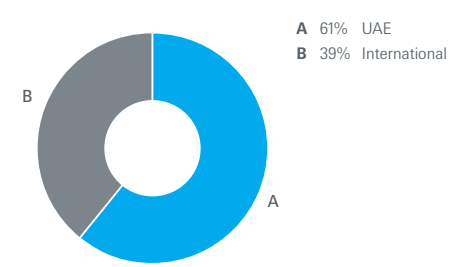
### Visitor growth from 2013 – 2017



### Regional breakdown of exhibitors



### Regional breakdown of visitors



313 exhibitors from 42 countries

6,443 visitors from 93 countries

## 2017 VENUE MAP



### Top 10 Countries by Exhibitors

Countries	Exhibitors
1 China	108
2 India	34
3 United Arab Emirates	28
4 Germany	15
5 Turkey	12
6 Korea, Republic of	9
7 Indonesia	9
8 Egypt	8
9 Malaysia	8
10 Pakistan	7

### Top 10 Countries by Visitors

Countries	Visitors
1 United Arab Emirates	3,914
2 Saudi Arabia	321
3 India	246
4 Pakistan	153
5 Iran	160
6 Kuwait	145
7 Egypt	129
8 Oman	114
9 Jordan	79
10 China	75

2017 Results

## Market information



**\$12**  
billion

Value of market for paper, stationery and office supplies by 2019



Annual growth of MEA stationery & office supplies every year

More than **4 million** laser and inkjet printers

**19 million** toner and ink cartridges every year

Values of office machines, paper products, office supplies, school articles & writing instruments that are **imported to the UAE** in a single year

### GERMANY

**\$13.6** million

### ITALY

**\$1.43** million

### INDONESIA

**\$145.9** million

### INDIA

**\$148** million

### SOUTH KOREA

**\$33.1** million

### TURKEY

**\$1.2** million

Value of stationery items that are **imported to the UAE** in a single year

### UK

**\$7.4** million

Value of Notebooks that are **imported to the UAE** in a single year

UAE is one of the largest spenders per population of toys, games & videogames in the world.

**\$101**  
per capita

Value spent by consumers on toys, games, and video games in the UAE in 2016

**\$931**  
million



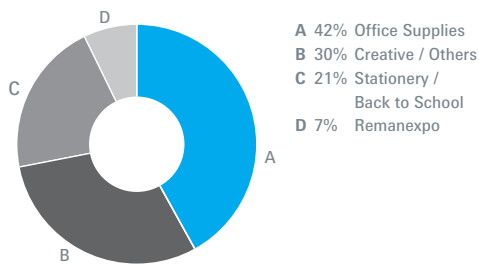
**\$1.1** billion UAE

Estimated worth by 2020, increasing by 6.2% annually

**\$4** billion MIDDLE EAST MARKET

Overall worth in the same year

## Exhibitors by products category / products on display



## 2017 SHOW HIGHLIGHTS

Wrap Star Competition

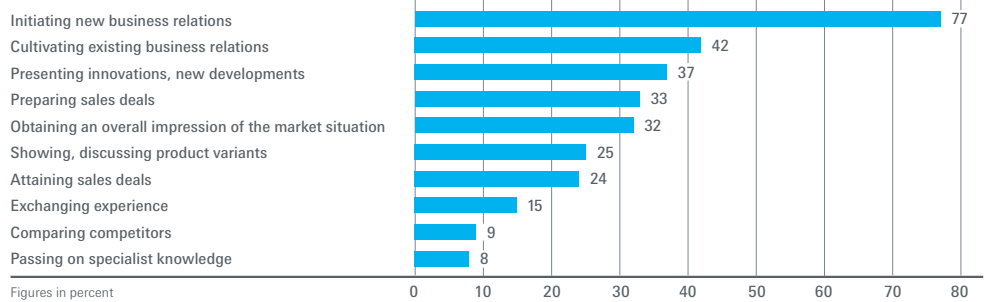
Playworld Middle East

Green Office Area

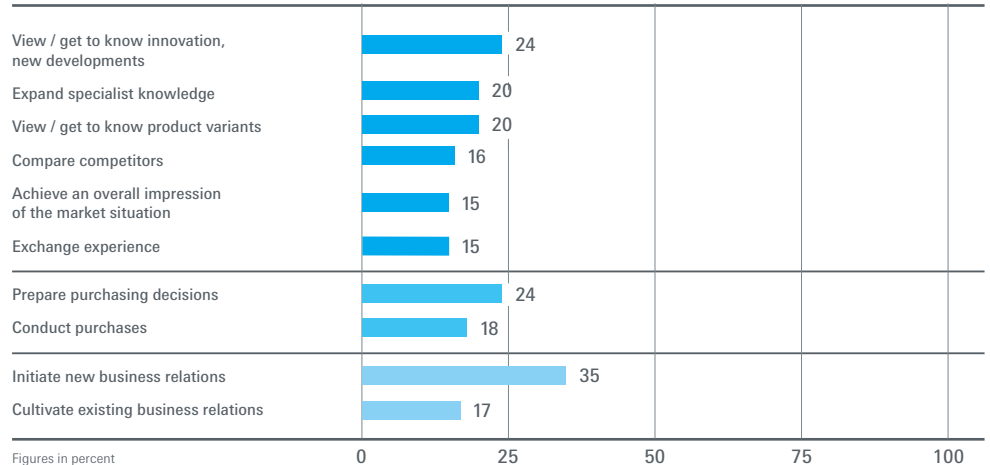
## Some of the product categories at the show

Office Supplies • Office Paper • Printers, Computers & Multimedia • Remanexpo Middle East  
Party & Festive Articles • Household Paper • Gift Articles & Wrapping • School Articles • Creative Materials

## Exhibitors' objectives for participating



## Reasons for visiting



Information 63% Purchase 36% Contact 43%

Source: Exhibitor & Visitor Survey conducted by Wissler & Partner - Trade Fair Marketing, Basel, Switzerland

## Sponsors and Supporters

Launch Partners:



Industry Partners:



Gold Sponsors:



Official Knowledge Partner:



Co-located Partner:

