

POST SHOW REPORT 2017



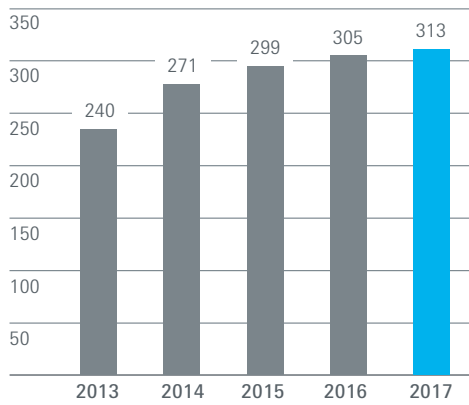
SHOW PROFILE

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

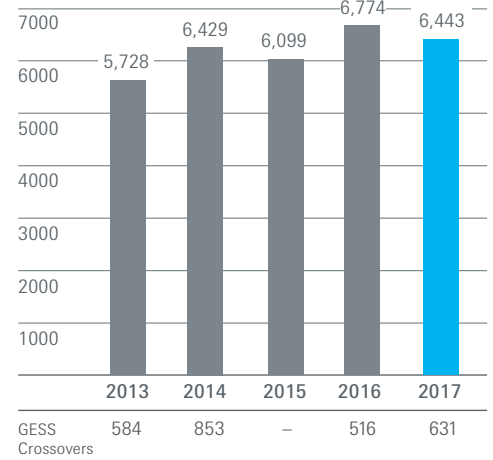
- Edition** : 7th
- Date** : 14 – 16 March, 2017
- Venue** : Dubai International Convention and Exhibition Centre
- Organiser** : Messe Frankfurt Middle East GmbH
- Total Gross Sqm.** : 11,170 sqm.
- Exhibitors** : 313
- Visitors** : 6,443

2017 Results

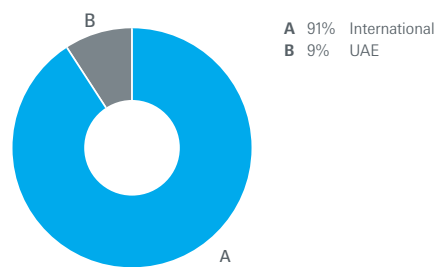
Exhibitor growth from 2013 – 2017



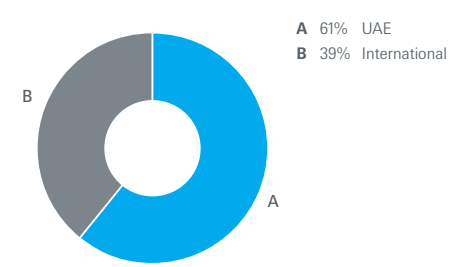
Visitor growth from 2013 – 2017



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



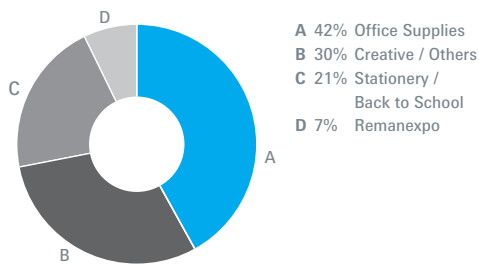
\$1.1 billion UAE

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

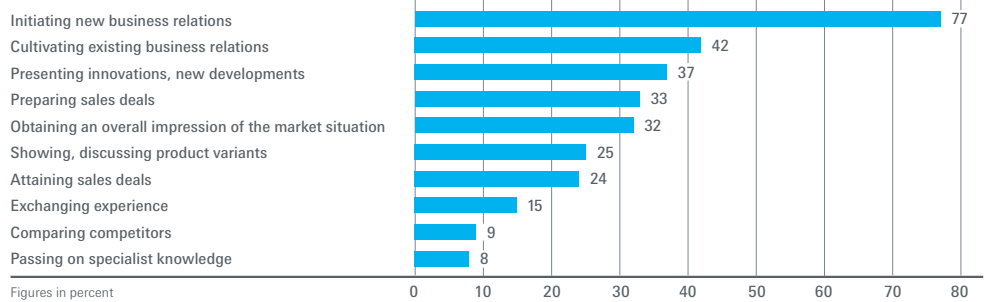
Playworld Middle East

Green Office Area

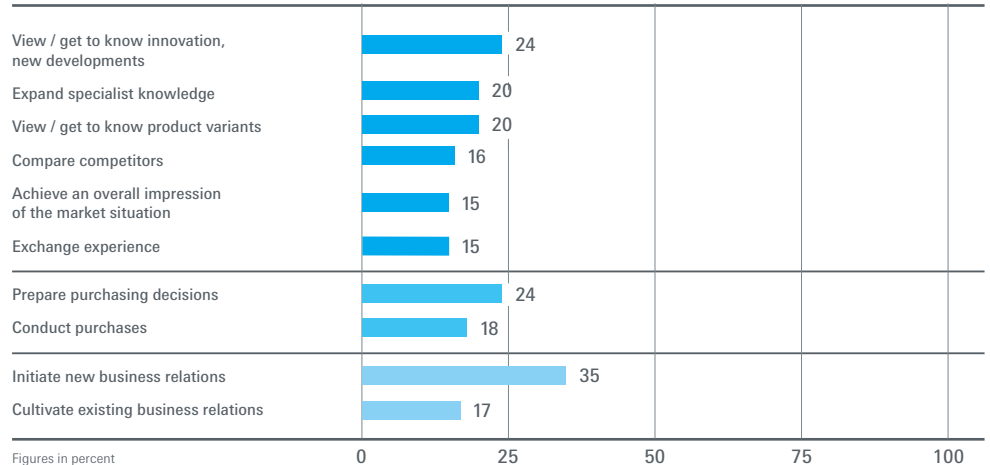
Some of the product categories at the show

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:

