

news +++ Hong Kong International Stationery & School Supplies Fair  
Hong Kong Convention and Exhibition Centre, 6 – 9 January 2025



## Hong Kong International Stationery & School Supplies Fair returns for its 23rd edition in January 2025

**Hong Kong, 3 September 2024.** The Hong Kong International Stationery & School Supplies Fair will be staged at the Hong Kong Convention and Exhibition Centre from 6 – 9 January 2025 alongside the online ‘Click2Match’ business matching platform (30 December 2024 – 16 January 2025). Entering its 23rd edition, the trade fair is expected to showcase a comprehensive range of stationery products, providing an ideal one-stop sourcing platform for buyers.



The 22<sup>nd</sup> Hong Kong International Stationery & School Supplies Fair. Source: Messe Frankfurt

**Asia-Pacific Leads Dynamic Growth in the Stationery & School Supplies Market**  
The stationery and school supplies market has been exhibiting steady growth over the

years and is expected to reach USD 178.63 billion by 2029<sup>1</sup>. This represents a CAGR of 4.23% from 2024 to 2029. Significantly, the Asia-Pacific region stands at the forefront of this accelerated growth. China, in particular, remains on track to drive this momentum. The market in China is projected to break through the USD 32.5 billion mark by as early as 2027.<sup>2</sup>

### **A platform to enhance international business opportunities**

To enhance the sourcing experience for buyers, the trade fair will be categorised under five product zones: School Supplies, Gift Stationery, Pen & Paper, Creative Art, and Smart Office. In a bid to foster sustainability in the stationery industry, eco-friendly and recycled stationery products will be featured. A variety of seminars and networking events will also offer attendees industry insights and professional connections.

The trade fair continues to receive support from prominent Asia industry associations like China Stationery & Sporting Goods Association, Malaysia Stationery Importers and Exporters Association, and The Federation of Stationers and Booksellers Association of Malaysia.

### **Highly praised by exhibitors**

A number of overseas exhibitors has confirmed their return to 2025 edition, including China, Greece, Türkiye, UAE, the US, and Vietnam. For many exhibitors, participation in the fair presents myriad opportunities to enhance brand awareness and expand their customer base. Mr Kostas Moysiadis, representative of the Exports Department at Diakakis Imports S.A., Greece, said at the recent Hong Kong International Stationery & School Supplies Fair 2024 : "Our primary objective is to enhance brand awareness and expand customer base worldwide. We are targeting wholesalers, distributors, and shop chains, as well as those seeking unique, quality, and innovative Back-To-School and stationery collections. In this fair, we successfully engaged new customers who wanted to diversify their offerings with our BTS collections. Another unique advantage of the fair is its global appeal, drawing customers from around the world based on the most significant distribution channels of our interests. This significantly helps with growing our worldwide customer base."

Jointly organised by Messe Frankfurt (HK) Ltd and the Hong Kong Trade Development Council (HKTDC), the fair will be held concurrently with the HKTDC's Hong Kong Toys & Games Fair and the Hong Kong Baby Products Fair, providing a one-stop sourcing platform and crossover business opportunities for participants.

### **Press information and photographic material:**

<https://www.hkstationeryfair.com>

### **Links social media pages:**

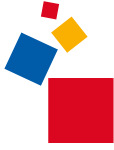
<https://www.facebook.com/hongkongstationeryfair/>

<https://www.linkedin.com/company/hk-intl-stationery-school-supplies-fair/>

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<sup>1</sup> Global Stationery and Supplies Market Size & Share Analysis - Growth Trends & Forecasts (2024 - 2029) Mordor Intelligence: <https://www.mordorintelligence.com/industry-reports/global-stationery-and-supplies-market>

<sup>2</sup> Market size of stationery and office supplies in China from 2011 to 2021 with estimates until 2027. Statista: <https://www.statista.com/statistics/1402415/china-market-size-of-stationery-and-office-supplies/>

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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

With its headquarters 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](http://www.messefrankfurt.com)

**About the HKTDC**

The Hong Kong Trade Development Council (HKTDC) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 offices globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organises international exhibitions, conferences and business missions to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs), in the mainland and international markets. The HKTDC also provides up-to-date market insights and product information via research reports and digital news channels. For more information, please visit: [www.hktdc.com/aboutus](http://www.hktdc.com/aboutus).

**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)