

Economic press conference 25. January 2012

Content of Press folder:

- Presentation by Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH and Stephan Kurzawski, Senior Vice President Messe Frankfurt Exhibition GmbH
- Press release basic of Christmasworld, Paperworld and Creativeworld
- Press release Highlights of Christmasworld, Paperworld and Creativeworld
- Industry information of Christmasworld, Paperworld and Creativeworld
- Press release Trends of Christmasworld, Paperworld and Creativeworld
- Press release Paperworld Brands
- Press dates and activities

Welcome to the Business Press Conference

Christmasworld, Paperworld, Creativeworld

Detlef Braun
Member of the Executive Board of Messe Frankfurt GmbH

Stephan Kurzawski
Senior Vice President, Messe Frankfurt Exhibition GmbH

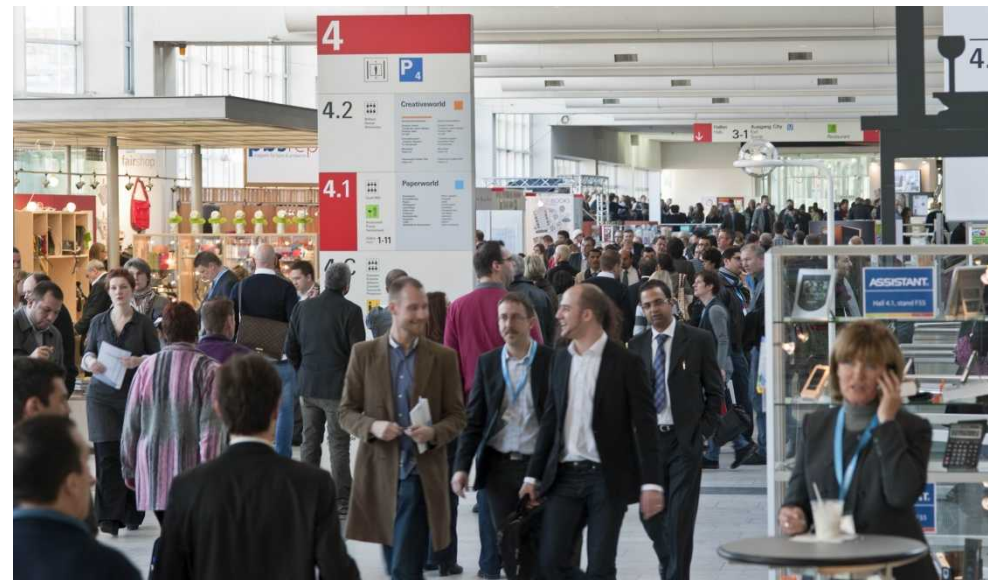
Frankfurt am Main, 25 January 2012

A good start to 2012 for Messe Frankfurt

Messe Frankfurt Group: the clear market leader

Heimtextil: a buoyant sector

Ambiente: full steam ahead



World fairs continue on their stable course

Trio of fairs profits from the special economic situation in Germany

Differing developments in Germany and the rest of the world

Association of fairs generates synergies for buyers and trade visitors

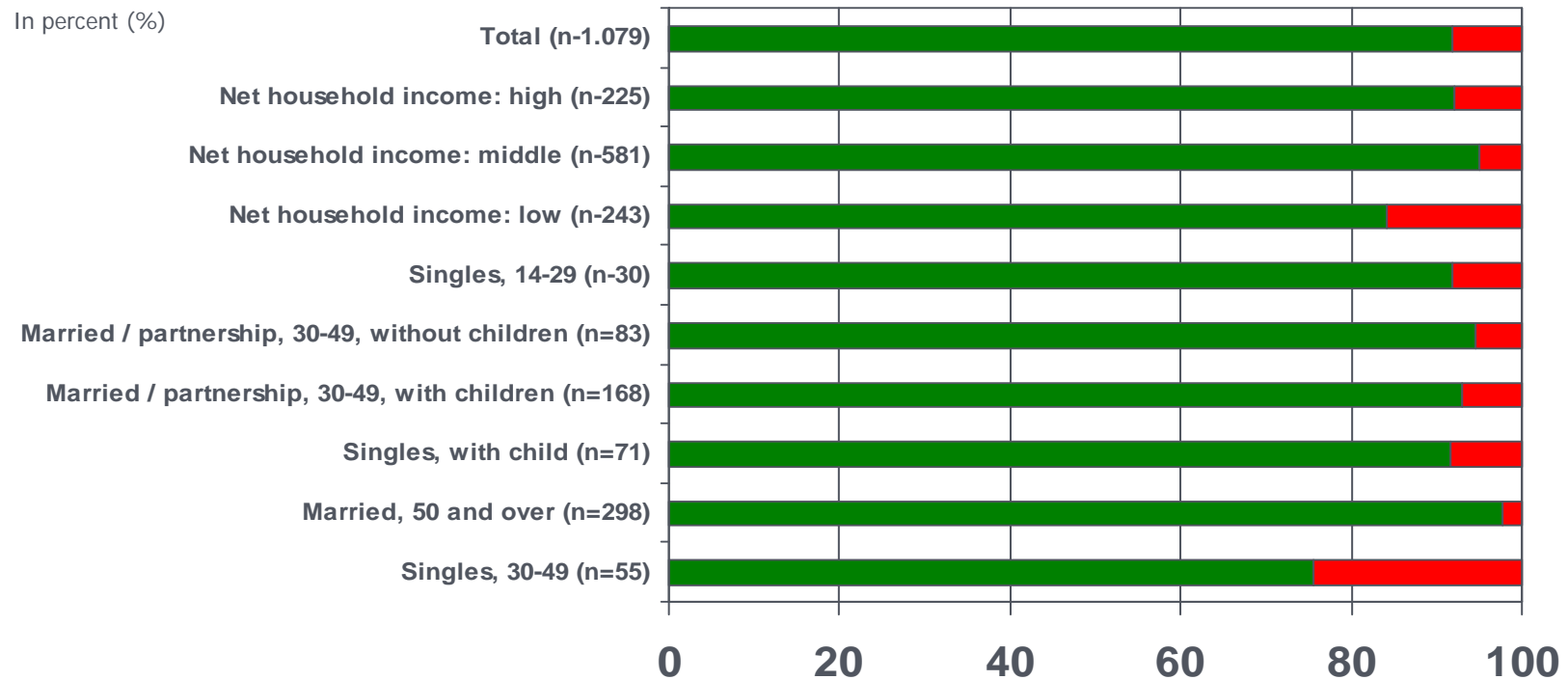


Stability through quality

	Germany	Abroad	Total	2011
Paperworld	360	1,440	1,800	1,858
Creativeworld	75	155	230	231
Christmasworld	260	690	950	964
Total	695	2,285	2,980	3,053

Christmas still an evergreen

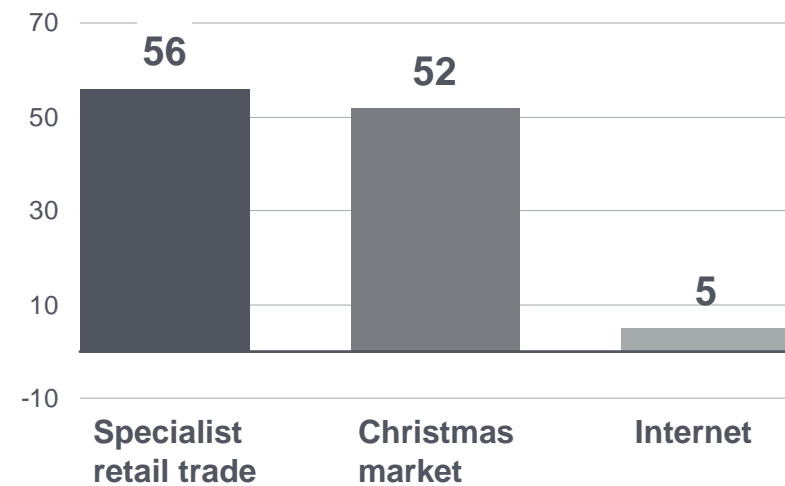
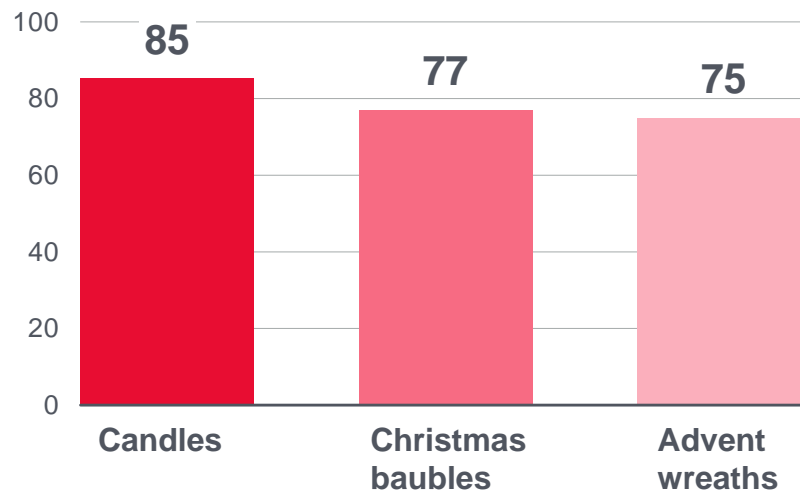
Who celebrates Christmas today?



Basis: 1,079 men and women aged 14 and older

Source: GfK/Messe Frankfurt

Traditional Christmas decorations very popular - haptic purchasing experience important



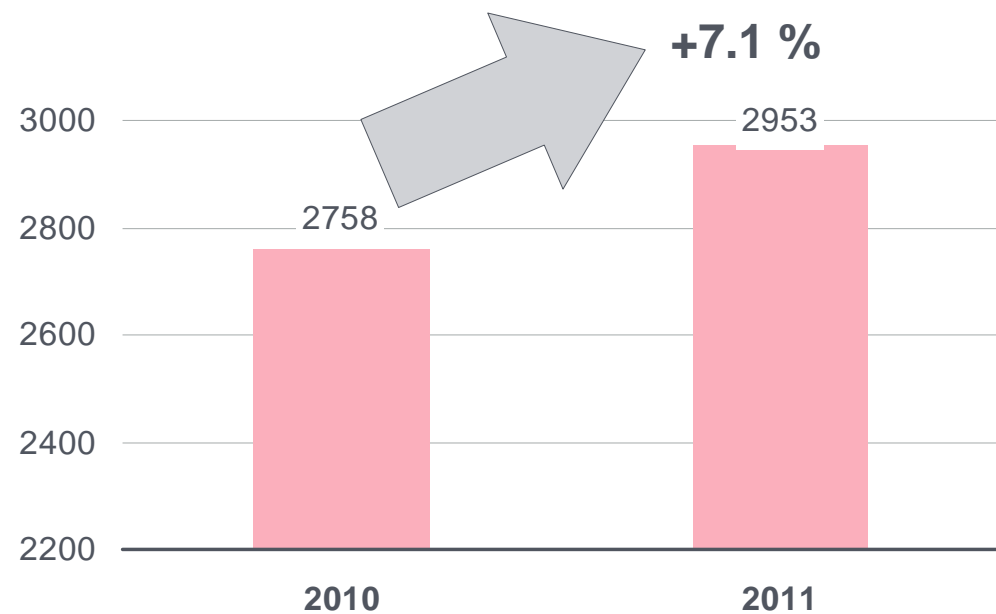
Basis: 1,079 men and women aged 14 and older

Source: GfK/ Messe Frankfurt

Still on track for success

Stable and consistent level of sales in Germany

Development of the market for festive articles



Source: IFH Retail Consultants, Cologne

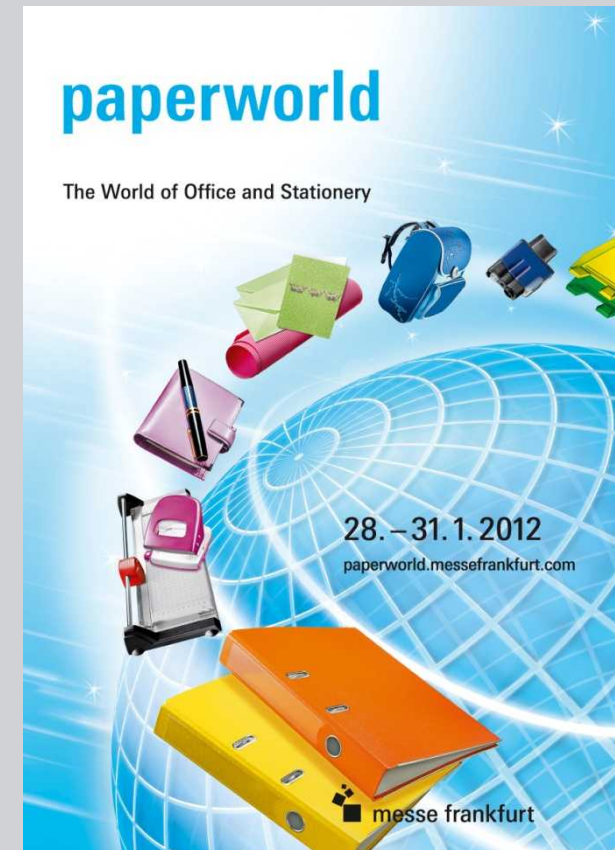
Parisian haut couture in Frankfurt: Les Sapins de Noël & Christmasworld

- Glamour in Hall 11.1 B50
- Jean-Paul Gaultier presents his designer Christmas tree
- Messe Frankfurt supports the benefit project and the 'L'Enfant @ l'hôpital' children's charity



Paperworld - The World of Office and Stationery

- 1,800 exhibitors
- Over 70 exhibitor nations
- Qualitative development of the event
- Events and awards ceremonies
- Special programme for visitors

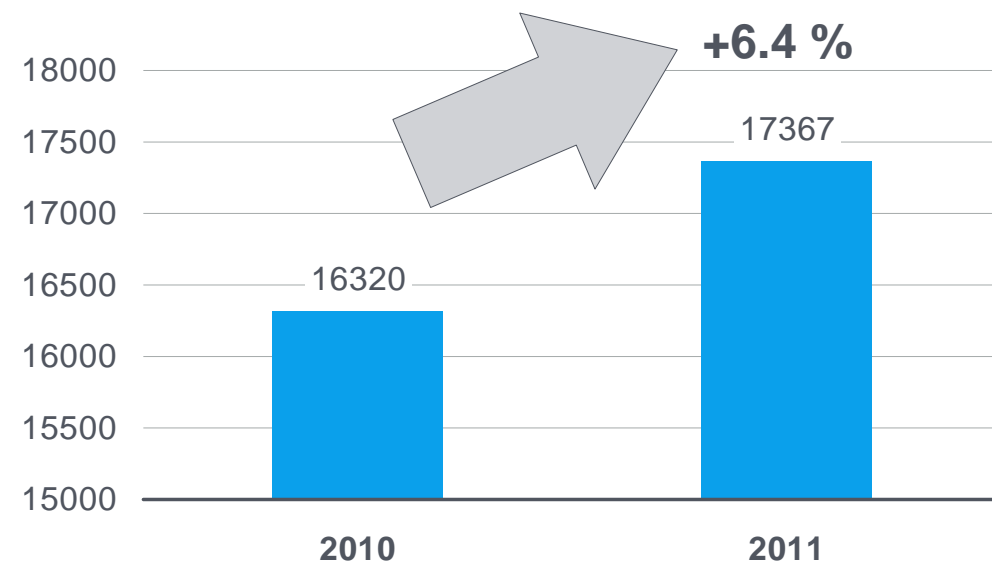


News from the sector

The paper, office supplies and stationery market continues to grow

Prognosis for 2012: stability on the basis of 'cautious optimism'

Development of sales in the sector



Source: IFH Retail Consultants, Cologne

Paperworld scores with its programme for visitors and internationality

Paperworld Procurement

- Programme for buyers of commercial office supplies and paper from companies and public authorities
- Exclusive lecture day with Ulrich Wickert

High degree of internationality with guaranteed quality

- Great international reach for exhibitors and visitors
- ‘Asia Design Excellence’ special show



Creativeworld - The World of Art and Craft Supplies

- Second year as an independent trade fair
- 230 exhibitors
- All key players represented
- Events and awards ceremonies make up a creative complementary programme



After the première: the next round begins

On-going trend toward creativity

- Home-made demonstrates individuality
- Supra-generation subject
- Multifarious handicrafts for different occasions

Creativeworld as a trend and ideas show

- Discover new products and innovative handicrafts techniques
- See and implement the latest trends
- Make business contacts



News from the sector

Stable situation in the hobby, creative and artists' materials sector

- 2011: a satisfactory year
- Sales up approx. 3 percent
- High-grade hobbies gaining ground (home decoration, jewellery)
- 50 percent of consumers make their purchases at specialist retailers'
- Personal advice wanted

Prognosis for 2012

- Stable development with 2 percent sales growth



Internationalisation in the consumer-goods worlds



Summary

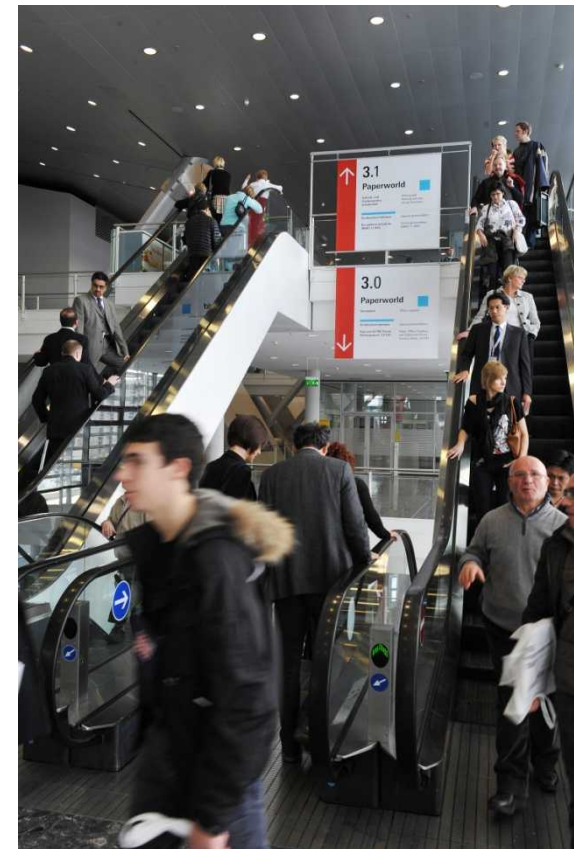
Stability in troubled times: world fairs remain on their constant course

Positive atmosphere: trio of fairs profits from the special economic situation in Germany

Association of fairs generates synergies for buyers and trade visitors

Visitors and exhibitors from all around the world

**... and not to forget:
a little haute couture from Paris**



Thank you very much for your attention!

We look forward to seeing you at the Media Tour of Christmasworld, Paperworld and Creativeworld on 27 January 2012.

Meeting place: Press Centre, Torhaus, level 4

Time: 09.30 hrs



christmasworld

paperworld

creativeworld

Statement by

Detlef Braun

Member of the Executive Board of
Messe Frankfurt GmbH

at the

Christmasworld, Paperworld, Creativeworld
Business Press Conference
on 25 January 2012

The spoken word is valid

Ladies and Gentlemen,

I am delighted to welcome you to today's Business Press Conference on our three consumer-goods fairs, Christmasworld, Paperworld and Creativeworld 2012.

Before I speak about our three fairs, I would like to mention two things:

2011 was a good year for Messe Frankfurt. At € 457 million, we achieved the highest turnover in the history of Messe Frankfurt. And, around the globe, we welcomed more than 67,000 exhibitors and over 3.3 million visitors. Thus, growth outside Germany remains stable.

Messe Frankfurt continues to be the undisputed market leader in Germany and number three in the worldwide fair and exhibition sector. With our turnover target of € 500 million, we will hold this position. The Heimtextil trade fair a week or two ago gave the first indication that we are on track to achieve this target.

Thus, 2012 has also begun well:

Heimtextil was extremely successful. 2,634 exhibitors and around 70,000 visitors from all over the world made their way to Frankfurt Fair and Exhibition Centre at the beginning of January.

And, when we take a look behind the scenes, Ladies and Gentlemen, you will see the construction teams working hard on our trio of events, Christmasworld, Paperworld and Creativeworld. They have a tight schedule because there are barely 14 days between Heimtextil and the three world fairs.

Permit me to preview the situation:

Ambiente will take the baton only one and a half weeks after the three consumer-goods fairs. It brings together the consumer-goods world under different aspects and is the most important platform of the year for the 'Dining', 'Giving' and 'Living' sectors. We expect to welcome around 4,500 exhibitors. And, we can already hear from the Ambiente claim – 'Success made by Ambiente' – that Ambiente will also continue on its successful course.

As you can see, Ladies and Gentlemen, every minute of our calendar of events here in Frankfurt is fully booked up for successful insights into the different sectors.

Today, however, we want to take a closer look at our three world fairs. The starting signal comes on Friday when Christmasworld – International Trade Fair for Festive and Decorative Articles – opens its doors. It is followed a day later by Paperworld – Leading International Trade Fair for Paper, Office Supplies and Stationery – and Creativeworld – The World of Art and Craft Supplies (28 to 31 January).

All three fairs are set to profit from the special economic situation in Germany. The business climate here is extremely good. Employment in Germany has reached a new record level and unemployment is lower than at any time in the last 20 years. The German government expects the positive developments in the employment market to continue in 2012. And this will have a positive impact on domestic demand for paper, stationery and office supplies.

The transition from 2011 to 2012 began with a tailwind and this is reflected in the number of participants in our fairs. However, only in terms of numbers from Germany. Cracks can be seen if we look at the European market as a whole, or the world market. The wind is beginning to turn against us and a negative trend is evident outside Germany. There, the mood is much more subdued. And this is reflected by the echo from our customers in Southern Europe and Asia.

New this year is the configuration of our association of events: Hair and Beauty will be held as a stand-alone-fair in May. This event continues to develop well and needs more space. Thanks to this new constellation, we have been able to attract the World Hairdressing Championships – Hairworld – to Frankfurt in 2014.

With this new configuration, we have also brought the three ‘world’ fairs closer together in terms of content. The association of events will generate new impulses and synergetic effects. Exhibitors can make contacts to business partners from other segments. For retailers and wholesalers, the synergies mean more innovations and trends and, therefore, unique value added for compiling their assortments.

Thus, representatives of, for example, garden centres, DIY markets and drug stores, should not only visit Christmasworld. They should also take a look at Creativeworld, where they can find handicrafts materials to add to their assortments, or Paperworld, where they can discover the latest stationery trends.

A brief glance at the statistics shows that, with a total of around 3,000 exhibitors, we have reached roughly the same level as in 2011.

This year, 950 exhibitors have signed up for Christmasworld, 1,800 for Paperworld and 230 for Creativeworld.

Nevertheless, it is important not to mistake quantity for quality because, although the total number of exhibitors is slightly down this year, all three fairs are of a high standard because, in our hard currency – exhibition space sold – we have grown somewhat. Many of our exhibitors have taken more exhibition space. And this increases the quality of our events. In other words, our trio of fairs remains strong and stable in 2012, too.

Stephan Kurzawski will discuss the individual fairs in detail immediately after my statement.

However, permit me to take a brief look at Christmasworld, the most stable event in our portfolio of consumer-goods fairs.

We commissioned the GfK market-research institute to make a study – and the representative results show clearly that Christmasworld remains fully in line with the current trends!

The study focused on everything to do with Christmasworld, e.g., do the Germans celebrate Christmas? How important is Christmas? How and what do they decorate?

The respondents are unanimous – Christmas is an evergreen. Over 90 percent of Germans celebrate Christmas and almost three quarters of them say that Christmas is 'very or extremely important' for them. This means Christmas is the most important festival of the year in Germany.

For us, this result means one thing in particular – that Christmasworld is exactly the right platform to cover the ensuing demand for Christmas articles. After all, as the study shows, decorations are very important with candles being the Germans' favourite Christmas decoration. For 85 percent of respondents, candles come first ahead of Christmas baubles (77 percent) and Advent wreaths (75 percent) or fairy lights. And, thanks to the wide range of products at Christmasworld, dealers and

buyers can be sure of finding the right products with which to compile their assortments for the coming Christmas season.

Additionally, it is very interesting to see where consumers buy their decorations. The majority of Germans still purchase their Christmas decorations in specialist shops or department stores. Women also prefer Christmas markets while men tend to go to DIY markets to make their purchases. Interestingly, the internet plays only a very minor role when it comes to buying festive decorations. This is an important indication that sales of Christmas decorations are largely dependent on a haptic purchasing experience.

Thus, we can make two important conclusions that are extremely important for the sector from the study:

1. Christmasworld caters for a demand from the market.
2. The vast majority of consumers purchase their decorations from the bricks and mortar trade and, for these retailers, Christmasworld is the perfect platform.

Permit me to summarise before I hand over to Stephan Kurzawski:

The year has begun extremely well.

Our trio of fairs profits from the special economic situation in Germany.

1. For Paperworld and its 1,800 exhibitors, this primarily means that the demand for office materials also increases in line with the high level of employment and numerous office jobs.
2. Handicraft hobbies continue to be popular. With this development, Creativeworld has been able to consolidate its position as the international meeting place for the handicrafts and creative sector.
3. Christmas is the festival of festivals – the study leaves no room for doubt. And, therefore, Christmasworld remains the guarantee of stability in the Messe Frankfurt portfolio of events.

Press

January 2012

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Frankfurt am Main, 27 to 31 January 2012

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Stability in difficult times: world fairs remain on track

Positive mood: trio of fairs profits from the particularly good economic situation in Germany

Christmasworld, Paperworld and Creativeworld: an association of trade fairs with synergies for buyers and trade visitors

Stability, consistency and quality – these are the attributes with which the three consumer-goods fairs – Christmasworld, Paperworld and Creativeworld – open their doors in Frankfurt am Main at the end of January. The new business year for the festive decorations, paper, office supplies, stationery, hobby, handicrafts and artists' materials segments has begun well. "Our trio of fairs remains strong and extremely stable with registrations having been received from 3,000 exhibitors – despite the fact that the economic climate outside Germany is rather turbulent. This is a great success for international events of this kind and a positive portent for both exhibitors and visitors", says Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH.

All three fairs are set to benefit from the particularly good economic situation in Germany and this is reflected by a positive business atmosphere. "Employment has reached a new high while unemployment has fallen to the lowest level for 20 years. This has not been without an impact on domestic demand for paper and office materials", says Braun commenting on developments in the sector. Nevertheless, significant downturns are clearly visible when looking at the rest of Europe and the world market. "The mood outside Germany is much more subdued and this is reflected by the echo from our customers in South Europe and Asia", adds Braun.

Christmasworld study: Christmas is always in demand

Christmasworld offers a good example of the economic climate in Germany. In this case, too, demand is having a positive influence on

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Frankfurt am Main, 28 31 February 2012

developments in the sector. This is illustrated by a study by the GfK market research institute commissioned by Messe Frankfurt, according to which over 90 percent of Germans celebrate Christmas and one in three of them says it is “extremely important” for them. “Christmas is the most important festival of the year in Germany and decorations play a leading role. Candles are the most popular decorative element for the Germans”, summarises Braun. For 85 percent of respondents, candles hold first place ahead of Christmas baubles (77.2 percent) and a real Christmas tree (76.9 percent). “We are perfectly positioned with the range of products at Christmasworld where dealers and buyers can be sure of finding the right assortment to meet demand next Christmas”, continues Detlef Braun.

Thus, Christmasworld is the undisputed highlight for the sector and trend-setter when it comes to festive decorations for Christmas and all other festive occasions of the year. “As the biggest international order platform for the sector, Christmasworld is a must for buyers from the retail and wholesale trades, and for decorators and designers”, comments Stephan Kurzawski, Senior Vice President, Messe Frankfurt Exhibition. With around 950 registered exhibitors, including all key players and numerous new exhibitors, it is set to build on the high level of the last event in 2011.

Paperworld: quality creates stability

The paper, office supplies and stationery sector has begun the year with a positive outlook. Thanks largely to increased domestic demand, the sector enjoyed an estimated economic growth of 6.4 percent to reach total sales of € 17.367 billion in 2011. According to the IFH Retail Consultants, Cologne, the rate of expansion was particularly high in the fields of office-communication paper and writing utensils. “The upswing in the German paper, office supplies and stationery sector is due to the great resilience of the German economy. Slight signs of weakness are to be seen in export sales as a result of the unstable situation in the rest of Europe. Thus, the

Frankfurt am Main, 28 31 February 2012

consistent figures for Paperworld are extremely encouraging”, says Stephan Kurzwaski on these developments.

1,800 exhibitors from 70 countries have registered to make presentations at this year’s Paperworld in Frankfurt am Main. Nowhere else in the world can trade buyers expect to find an assortment comparable in terms of both breadth and depth. A decisive factor for the success of the fair is not only its high degree of internationality but also the high quality of the event. “Paperworld exhibitors score with high-grade products because the trend to durability and quality has gained ground in the paper, office supplies and stationery sector”, says Kurzwaski. A high level of quality awareness among consumers is one of the factors contributing to the stable development. Parallel to this, consumers are also becoming increasingly trend conscious. Thus, with its trend show, Paperworld is the ideal venue because it takes place at the beginning of the year, which is exactly the right time to present future-oriented trends for the coming season.

Creativeworld: a successful start to the second year

Following the première Creativeworld in 2011, the trade fair for the hobby, handicrafts and artists’ materials sector is all set for a second successful edition. Hall 4.2 is fully booked up and all key players of the sector have registered to make presentations in Frankfurt am Main. Altogether, 230 companies are showing a wide range of new products and creative ideas. The demand for hobby and creative products remains high and the trend to handicrafts continues unabated whereby products for specific occasions, such as Christmas, weddings and Easter, are particularly popular. Young handicrafts enthusiasts are especially keen on creating individual pieces of jewellery. “Our exhibitors cover the entire spectrum of products for the sector. In addition to a wide range of handicrafts products, Creativeworld has lots of room for high-grade artists’ materials and shows innovative ideas for the coming season in a special exhibition”, says Stephan Kurzwaski. The sector can look back over a

Frankfurt am Main, 28 31 February 2012

stable sales period and anticipates an increase of around two percent for 2012.

Association of events generates new impulses and synergies

The decision to hold Hair and Beauty as a stand-alone-fair in May has strengthened the association of consumer-goods events and is sure to generate new impulses and synergies. "This move means we have brought our three world fairs closer together in terms of content", explains Kurzwski. Now, exhibitors can expect greater international attention for their products and have the opportunity to make contacts to representatives of other sectors. Retailers and wholesalers profit not only from more innovations and trends but also from greater inspiration and, therefore, can obtain an impression spanning a variety of different segments.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser with €457* million in sales and 1,769* employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events 'made by Messe Frankfurt' take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 101 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*Provisional figures (2011)

press

Januar 2012

Christmasworld - The World of Event Decoration
Internationale Frankfurter Messe
Frankfurt am Main, 27 to 31 January 2012

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The Christmasworld highlights at a glance

Future-oriented trends, spectacular special shows, creative designer Christmas trees and much more

Christmas: the festival of festivals offers a host of opportunities for creativity. From decorating the home, via shop-window dressing, to elaborate indoor and outdoor lighting, there are no limits on imaginativeness. And when Christmasworld – The World of Event Decoration – opens its doors from 27 to 31 January 2012, buyers from all over the world will be able to see this multi-faceted spectrum for themselves. Christmasworld offers not only the most extensive range of products for all festivities of the year but also numerous special events and spectacular special shows. "One of my aims as the new Director of Christmasworld is to present the variety of themes and trends in more special shows and highlights, and to thus make them more tangible for trade visitors", explains Eva Olbrich, Christmasworld Director. "Over the past months, we have researched widely and can now put together a multifarious complementary programme offering something for all of our visitors", adds Eva Olbrich.

Future-oriented trends in the Trend Show (Galleria 1)

What will next year's Christmas-tree decorations look like? How will the wedding table be decorated? Which autumnal accessories give the home the right atmosphere? Visitors will find the answers to these and many other questions about the colours and materials for seasonal decorations at the Christmasworld Trend Show in Galleria 1 where the design studio bora.herke.palmisano is staging four worlds of style for the 2012/13 season on behalf of Messe Frankfurt. The Trend Show provides inspiration for compiling fashionable assortments, shop-window dressing, etc. The studio's design experts will hold daily tours of the special show and, afterwards, explain the impact and interpretation of the trend themes in special shows. A trend brochure covering the most important colours, materials and

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Christmasworld - The World of Event Decoration
Frankfurt am Main, 27 to 31 January 2012

designs will also be available free of charge at the Trend Show information stand.

Spectacular: 'Happy Christmasworld' (Hall 9.0 D90)

Christmas has innumerable facets: some prefer a classic look, others love variety and experiment with modern decorations while for others Christmas is the festival of bright and flashy lighting. With 'Happy Christmasworld', the designers of '2Dezign' have created an impressive presentation showing how the various decoration elements can be perfectly combined to suit all tastes. 'Happy Christmasworld' is an atmospheric exhibition revolving around the various festive styles, from colourful to classic, and gives buyers inspiration for compiling their collections. The individual themes give rise to a variety of widely differing motifs with one thing in common – all are created by a sea of fresh and artificial flowers.

Creative designer Christmas trees with 'Les Sapins de Noël & Christmasworld' (Hall 11.1 B50)

The 'Les Sapins de Noël des Créateurs' association has been making good use of creative potential of Christmas for some 16 years now. Every year, the association invites international artists from the fields of fashion, architecture and design to create their own personal Christmas trees, which are then auctioned for a good cause at an exclusive benefit event in Paris. Christmasworld is the new main sponsor of this project and brought one of the precious trees to the fair in Frankfurt am Main. And this tree is the work of none other than renowned fashion designer Jean-Paul Gaultier. Not only will exhibitors and visitors be able to admire the Christmas tree during the trade fair, they will also be able to take part in the raffle to win this delightfully decorative item at the end of the show. Moreover, the charitable notion behind the promotion will also receive support: Messe Frankfurt will be making a donation in aid of the French children's charity "L'Enfant à l'hôpital".

Christmasworld - The World of Event Decoration
Frankfurt am Main, 27 to 31 January 2012

Natale in Italia (Hall 11.1)

According to religious tradition, the first nativity scene was created at the request of St. Francis of Assisi in Italy in the 13th century. In the early 14th century, nativity scenes became popular throughout Italy and spread from there around the world. With the 'Natale in Italia' special show, Christmasworld presents a creative and artistic landscape of nativity scenes and, with this visual and culinary excursion to Italy, one of the most attractive and well-known Christmas traditions.

Promotional area for young innovative companies (Hall 9.0 A90)

Once a company has been founded, the first steps must be towards becoming established in the market – and making the right contacts to trade and industry are an indispensable part of this. For the second time running, Christmasworld offers a promotional area for young, innovative companies. Sponsored by the Federal Ministry of Economics and Technology (Bundesministerium für Wirtschaft und Technologie – BMWi), this area in Hall 9.0 gives young German entrepreneurs the chance to take part in Christmasworld at special rates.

Belgian Market Place (Hall 9.0 E18)

Belgium has much to offer and visitors to Christmasworld have the chance to see for themselves. All anyone entering Hall 9.0 has to do is follow the delicious smell of waffles straight to the Belgian Market Place where genuine Belgian delicacies make visiting the fair a real treat. This meeting place is ideal for networking, making contacts and relaxing. Additionally, Belgian exhibitors present new products for florists, as well as high-grade planters, bowls and silk flowers.

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Page 4

Christmasworld - The World of Event Decoration Frankfurt am Main, 27 to 31 January 2012

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* preliminary numbers (2011)

press

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Paperworld - The World of Office and Stationery
Internationale Frankfurter Messe
Frankfurt am Main, 28. - 31.1.2012

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Paperworld events offer added value for both exhibitors and visitors

Paperworld – The World of Office and Stationery – offers a compact overview of the entire international paper, stationery and office supplies sector, introduces new products and gives perspectives on new business opportunities. In short: Paperworld brings together people and markets. Producers, suppliers and buyers from over 140 countries will come together in Frankfurt am Main from 28 to 31 January 2012. And they will find inspiration here from product highlights and current trends, offering profitable suggestions for customer approaches, shop displays and product range selection. The sector's major themes of the future will be presented in numerous special shows. In addition to special shows and trend presentations, experts will pass on their know-how in the Paperworld Forum. The programme of the lecture area in Hall 3.0 is filled with awards ceremonies and exciting highlights. On all four days of the fair, the Paperworld Forum is the place to go for effective networking with colleagues from the sector.

Inspirational trend setters: special shows at Paperworld

Asia Design Excellence (10.0 C35)

The special show, "Asia Design Excellence", will take place in Hall 10.0 C35 as part of the "Asia High-Quality Selection". The products submitted by Asian manufacturers are characterised by their unusual and innovative designs and distinctively staged brands. Just right for visitors interested in design, who want to gain inspiration from the new trends flowing from Asia. "Asia Design Excellence" started as an initiative by Messe Frankfurt and is organised and curated by the German Design Council.

Pimp your Shop (6.1 B69)

This will be the third time that the special show, "Pimp your shop", in Hall 6.1, will be offering suggestions specially aimed at book sellers.

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Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

Be it "Gifts for men" or "Cats": five different presentations on themed tables will offer a practically usable range of products and easily adaptable decoration ideas. Quality products from the areas of stationery, greetings cards and gift items are presented alongside books carefully chosen to go with the themes. A new feature for 2012 is the presentation of ranges of book display boards. Moreover, every day at 11:30 a.m. and 2:00 p.m., Gaby Marx, an expert in product selection strategy, will guide visitors through the special show and will give a talk on the subject of product range design with non-books.

Paperworld Trend Show (6.1 C90)

Which trends in the worlds of fashion, architecture and design influence the product ranges of the paper, stationery and office supplies sector? Which design elements will predominate in the coming months? The Paperworld Trends for the 2012/2013 season, identified and developed by design consultants bora.herke.palmisano, provide guidance about new trends and styles. Presented as part of an attractively designed trend show, the Paperworld Trends are an indispensable highlight and a real visitor magnet. The show provides suggestions for developing product ranges and thus for gaining additional benefit from shop and window displays. It also aids manufacturers in the development of new products. "Bright", "Dark" and "Soft" are the names of the three trend worlds, which will be presented in staged scenarios as part of the trend show in Hall 6.1, Stand C90.

Every day at 10:30 a.m. and 3:00 p.m., experts will guide visitors through the trend scenarios and will give talks to explain the impact of the three themes and ways of implementing them. Visitors can obtain the trend brochure, containing the most important colours, materials and designs, from the information stand at the trend show free of charge.

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

BMW i Promotional Area for Innovative Companies (6.1 D50)

Paperworld is a platform offering great opportunities for young German businesses to present their products and their companies to an international public. The "Promotional Area for Young Innovative Companies" offers this opportunity in Hall 6.1, Stand D50. The area started as an initiative by the Federal Ministry of Economics and Technology (BMW i), enabling companies to take part in leading international trade fairs on favourable terms. Paperworld serves as a career springboard for young entrepreneurs and also as a contact platform for them to meet industry and commerce. In this way, the BMW i supports the marketing of innovative products.

Visitors to Paperworld can benefit from the fresh, new ideas of these companies.

Design competition for greetings cards (Foyer 5.1/6.1)

Every year, Paperworld is the showcase for the Paperworld Card Awards, a firmly established design competition for greetings cards. This is now the ninth time that students from design colleges and art schools have been able to submit their designs for innovative greetings cards – this year there were over 600 entries. A panel of judges chooses the top ten, which are presented to visitors in the 'Café Card' at Paperworld. Visitors then vote for the card that is to receive the coveted Card Award. The competition is a cooperative venture between the A.V.G. (Greetings Card Association) and Messe Frankfurt.

Action Cubes (3.1 Boulevard)

It might be Chinese calligraphy or cut paper silhouettes – in Hall 3.1, artists from various fields demonstrate their craft. Visitors to Paperworld can look over their shoulders as they work and take home as a souvenir their own name in Chinese calligraphy or their portrait in silhouette.

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

Filu – the archive for graphic artists and photographers (5.1 B13)

In 2012, the Filu graphics market moves to Hall 5.1. Here masterpieces from over 500 illustrators, book artists, graphic designers and photographers are presented in an archive. Visitors looking for professional artists and their designs will find them at the "Filu" special show.

New products, innovations and sustainability: lectures and awards ceremonies at Paperworld 2012

Paperworld Forum (3.0 D40)

The Paperworld Forum is being organised by Messe Frankfurt for the sixth time and has gained in popularity from year to year. To take account of the needs of the international audience, all lectures are translated simultaneously from German into English or vice versa. On all days of the fair, there will be a comprehensive programme covering subjects of topical interest, such as marketing, trends, motivation, trade and sales. Additionally, the Forum will be used for awards ceremonies.

To be held under the motto 'Focusing on the Trade', the lectures on the Saturday and Sunday of the fair will revolve around subjects such as sales psychology, multi-channel marketing, effective selling, sustainable marketing, greetings cards in the paper, office supplies and stationery trade, displays in sales and show rooms, guarantees in the specialist trade, the online trade and purchasing impulses.

Sunday's lectures are being organised in cooperation with 'Office & Paper' trade magazine. Additionally, there will be two thematic days at the Paperworld Forum. On the Monday of the fair, the Forum will be reserved for Paperworld Procurement while, on the Tuesday, it will spotlight the 'Green Office'.

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

Paperworld Procurement (3.0 D40 – Paperworld Forum)

Monday, 30 January 2012

Paperworld Procurement is being held for the second time. This forum is reserved exclusively for Procurement participants. Aimed at buyers of commercial office supplies and paper from the private and public sectors, the free programme of expert lectures covers subjects such as purchasing, efficiency and sustainable business. The key-note speaker will be television journalist Ulrich Wickert who will discuss 'Ethical Purchasing'. Altogether, eight experts will speak at Paperworld Procurement. The programme is being organised in cooperation with the German Association for Materials Management, Purchasing and Logistics (*Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. – BME*) and C.ebra trade magazine.

Green Office Day (3.0 D40 – Paperworld Forum)

Tuesday, 31 January 2012

The Tuesday of the fair – Green Office Day – will be devoted to the environment, and spotlight subjects such as resource-friendly processing, and recycling. Additionally, the Green Office experts will explain in their lectures how offices can be made more sustainable and environmentally friendly. The cooperation partner of Paperworld for the Green Office Day is the German Environmental Management Association (*Bundesdeutscher Arbeitskreis für Umweltbewusstes Management e.V. – B.A.U.M.*).

Awards ceremonies at Paperworld

The highlights at Paperworld include national and international awards ceremonies at which a variety of achievements, from new products and innovative business solutions to social commitment, will be honoured in a variety of categories every day of the fair.

Paperworld Insider Award (3.0 D40 – Paperworld Forum) Presentation: 12.00 hrs, Saturday, 28 January 2012

The value-added programme was expanded in 2011 with the addition of the Paperworld Insider Award, which honours extraordinary

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

initiatives in the specialist retail trade, e.g., personnel management, assortment compilation, product presentations, sales-promotion activities, social responsibility and ecological projects. The Paperworld Insider Award was initiated by Messe Frankfurt together with 'bit-Verlag' publishing company and is supported by the paper, office supplies and stationery wholesale trade, the German Office Supplies Association (*Bundesverband Bürowirtschaft – BBW*) and the Prisma retailer group.

Product of the Year 2012 (3.0 D40 – Paperworld Forum)

Presentation: 16.00 hrs, Saturday, 28 January 2012

For the eleventh time, the Association of the German Paper, Office Supplies and Stationery Industry (*PBS-Industrieverband*) will present 'Product of the Year 2012' awards at Paperworld. The awards are given for future-oriented office articles in the categories 'Commercial office supplies', 'Small Office/Home Office', 'School and Private Articles' and 'Presentation concepts'. For the first time, the jury will also present a 'Sustainability Award' for environmentally friendly office products made using sustainable manufacturing methods.

ISPA Award (3.0 D40 – Paperworld Forum)

Presentation: 17.00 hrs, Sunday, 29 January 2012

The ISPA Award for the Product of the Year is an international prize that is presented during Paperworld. With it, the International Stationery Press Association (ISPA) honours outstanding products in the categories Innovation, Quality, Price, Presentation and Environmental Protection.

The Personality of the Year (3.0 D40 – Paperworld Forum)

Presentation: 17.00 hrs, Monday, 30 January 2012

Who was of particular service to the paper, office supplies and stationery sector in 2011 and will be acclaimed Personality of the Year? This question will be answered for the fourth time with the presentation of the coveted award. The readers' award initiated by BusinessPartner PBS and C.ebra trade magazines honours peo-

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

ple who have made their mark through personality, achievements, cooperation or good ideas.

European Office Products Award

Presentation with gala dinner: Forum 1, Saal Panorama, 18.00 hrs, Monday, 30 January 2012

In 2012, the annual presentation of the European Office Products Awards given by England's OPI trade magazine will once again be held during an evening event in the Forum of Frankfurt Fair and Exhibition Centre. This coveted award is given in the categories marketing, customer orientation, innovation, environmental awareness, product launch, young entrepreneur and services to the industry.

Greetings Card Design Competition (Foyer of Halls 5.1/6.1) - exhibition in Café Card

Presentation: 14.00 hrs, Tuesday, 31 January 2012

The design competition for contemporary greetings cards will be held for the eighth time in 2012. To this end, around 100 German art and design academies and universities, as well as schools from Great Britain, The Netherlands, Belgium, Luxemburg, Austria and Switzerland, have been invited to enter the competition. The sponsor of the competition is the Working Group of Manufacturers and Publishers of Greetings Cards (*Arbeitsgemeinschaft der Hersteller und Verleger von Glückwunschkarten – A.V.G.*) in cooperation with Paperworld. A jury selects the ten best designs from all entries, which are exhibited in Café Card (foyer of Halls 5.1/6.1) during the fair. Visitors and exhibitors can then vote for their favourites.

Paperworld on Facebook:

www.facebook.com/paperworld

Paperworld on Twitter:

www.twitter.com/Paperworld_FFM (German)

www.twitter.com/Paperworld_Fair (English)

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

Note for journalists

You will find further information and high-resolution photographs on the internet at: www.paperworld.messefrankfurt.com

Background information on Messe Frankfurt

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* preliminary numbers (2011)

Press

January 2012

Creativeworld - The World of Art and Craft Supplies
Internationale Frankfurter Messe
Frankfurt am Main, 28 to 31 January 2012

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Creativeworld offers widely varied complementary programme

New handicraft techniques, latest news from the sector and awards for product highlights

The creative sector is still experiencing a boom and the do-it-yourself trend continues unabated. To strengthen the sector even further, Creativeworld celebrated a successful premiere as a trade fair in its own right in January 2011. As we now move into round two this year, the fair is all set to present numerous highlights and events. Experts will report on the latest new products and trends, there will be award ceremonies for the prize-winners among the new innovative products and visitors will be invited to try out some of the new handicraft ideas themselves.

Trend Show presents ideas for the coming season

One of the special emphases will be on the trends in this sector: along with new handicraft ideas, the Creative World Trend Show (Hall 4.2, Stand G41) will also present the coming season's new products in the creative and hobby sector. 'Flashy Nature', 'Cosy Darling' and 'Structural Mood' are the names of the trends for the coming season, and these will be implemented in the form of three trend themes and skilfully combined with handicraft ideas and creative techniques. The Trend Show under the aegis of the bora.herke.palmisano style agency will also present ideas for decorating shop windows or presentation areas in shops. It will provide impulses for a new approach that uses familiar techniques and will demonstrate possibilities for combining different materials and products.

The 'Workstation' table is an invitation to visitors to recreate the presented ideas and trend themes for themselves.

News from the sector and award ceremonies

Right next door, inspired by the Creativeworld Trend Show, the key players in the business will discuss the current trends and

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Creativeworld - The World of Art and Craft Supplies
Frankfurt am Main, 28 to 31 January 2012

backgrounds at the **Creative Talks**. The creative highlights of the year will be presented at 11:30 hrs on Saturday (28 January). This discussion panel will also be held again on the Sunday and Monday of the fair at 11:30 hrs and 14:00 hrs and at 13:00 hrs on Tuesday. Moderator Hubert Romer will be talking with a number of different guests. On Sunday, at 13:00 hrs, he will discuss the topic of 'Creativity and society: the media impact of major magazines and their significance' with Christine Schmid, Brigitte Extra. Designer Claudia Herke, from the design agency bora.herke.palmisano, will present the Creativeworld Trends on Monday at 13:00 hrs.

The products of the **Creative Impulse** Innovation Award will be put on show on the main boulevard of Hall 4.2. For the seventh time running, the award ceremony, which will be held in the Creative Talks area at 14:00 hrs on Saturday, 28 January 2012, will distinguish imaginativeness, innovativeness and commitment.

On Sunday (29 January), from 18:00 hrs to 20:00 hrs, the **Creative Symposium** in Hall 4.C, Room Concorde, will be looking at the new media. Claudia Brösamle, Infopaq Deutschland, and Stefan Mayer, Handelsberatung Steffens, will talk about the topic 'Online and offline – a network for creative people'.

The Creative Talks, the Creative Impulse Innovation Award and the Creative Symposium are organised in cooperation with the bit publishing company.

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Page 3

Creativeworld - The World of Art and Craft Supplies Frankfurt am Main, 28 to 31 January 2012

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Press

January 2012

Christmasworld - The World of Event Decoration
Internationale Frankfurter Messe
Frankfurt am Main, 27 to 31 January 2012

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Constant level of demand for Christmas and festive decorations – light growth in the sector

Difficult economic situation outside Germany

Consistency is a distinguishing feature of the Christmas and festive decorations sector. This is the result of a study commissioned by Messe Frankfurt. According to sales figures compiled by the market researchers of IFH Retail Consultants in Cologne, German consumers did not cut back on Christmas and festive decorations in 2011 with the result that sales in this sector rose 7.1 percent to a total of €2.953 billion. However, this rate of growth is somewhat down in comparison to 2010 when expenditures leapt by 10.9 percent to €2.758 billion.

A glance at the individual segments of the festival-decorations sector reveals significant differences in growth rates. Thus, expenditures on Christmas baubles rose by 21.3 percent compared to the previous year while sales of Christmas-tree lights climbed by 12.5 percent and those of candles by 16.3 percent compared to 2010

These figures are in line with the results of a survey carried out by the GfK market research institute on behalf of Messe Frankfurt, which showed that traditional Christmas decorations are very important in Germany. For 85.4 percent of respondents, candles are the most important decoration followed by Christmas baubles (77.2 percent), Advent wreaths (75.3 percent) and fairy lights (70.2 percent).

Moreover, the study showed that there is a haptic element when it comes to purchasing Christmas decorations. Thus, consumers prefer the bricks-and-mortar trade, e.g., specialist retailers, department stores, supermarkets and Christmas-market stands, and only five percent of respondents said they use the internet to purchase Christmas decorations.

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Christmasworld - The World of Event Decoration
Frankfurt am Main, 27 to 31.1.2012

Different developments in the individual market segments

A closer look at the individual segments of the Christmas and festive decoration market reveals differences in the way they have developed. Thus, the Association of the Pyrotechnical Industry (*Verband der pyrotechnischen Industrie*) reports that its member companies sold products worth € 113 million for New Year, 2010/2011, and anticipates a stable level of sales for New Year 2011/2012.

The German Souvenir, Gifts and Awards (*Bundesverband Souvenir, Geschenke, Ehrenpreise*) expects a light increase in the rate of growth of sales in 2012. Association Director Klaus Derbe speaks of a slightly improved overall economic situation for 2012: "We see purchasing power as being approximately two percent higher than last year."

Hans-Karl Gamberschlag of the Wholesale Association for Florists' and Decorative Materials (*Grosshandelsverband für Floristen- und Dekorationsbedarf*) takes a less optimistic view of the future. "More and more retailers are placing smaller orders and this indicates that purchases are being made on the basis of current cash flow." The sector is also threatened by the rumoured increase in the rate of value added tax, which makes it more difficult for companies to plan for the future.

Dieter Uhlmann of the Association of Ethnic Art from the Ore Mountains (*Verband Erzgebirgischer Volkskunst*) reports that the sales of specialist retailers have been good while sales at Christmas markets suffered a slight decline. However, this was primarily due to the weather. In common with Hans-Karl Gamberschlag, Uhlmann says the trend to small orders makes it difficult to assess the situation: "The trade is hardly able to place long-term orders due to increasing financing problems."

Increasingly turbulent situation in the European market

Although, with certain exceptions, the German economy continues to expand, the situation in the rest of Europe is less positive. In 2011,



Christmasworld - The World of Event Decoration
Frankfurt am Main, 27 to 31.1.2012

the sales of Europe's candle makers fell somewhat after a very good year in 2010. "In this case, the weather probably had the greatest impact because a severe winter with early snowfall is generally a powerful impulse for the important Christmas business", explains Stefan Thomann of the European Candle Association. Together with Dieter Uhlmann, he sees the mild climate as being the decisive factor. Most candle makers expect that 2012 will be a difficult year with no change in outlook for the troubled European market.

Despite the uncertain economic situation, Christmasworld 2012 is extremely stable. 950 companies from 40 countries have registered to make presentations in Frankfurt am Main from 27 to 31 January.

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Press

January 2012

Paperworld - The World of Office and Stationery
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The German paper, office supplies and stationery sector begins 2012 against a background of increasing sales

Uneven market situation makes prognoses difficult

The German paper, office supplies and stationery sector is beginning the year against a positive background. Thus, increased domestic demand led to a jump of 6.4 percent in sales of paper, office supplies and stationery products and total revenues of € 17.367 billion in 2011. According to the market researchers of IFH Retail Consultants, Cologne, a particularly high rate of growth was experienced in the fields of office-communication paper and writing utensils.

Overall, growth rates in the individual market segments varied widely in 2011 and ranged from -6.5 percent in the case of removable storage media, via a broad mid-field with +4 percent for adhesives, +6.7 percent in the field of planning, school materials and presentations to +8.7 percent for office-communication paper, to the driving forces of the sector, picture and greetings cards (+11.7 percent) and other paper products (+11.9 percent). Also, sales of writing utensils expanded significantly (+16.4 percent) to a total € 751 million compared to € 645 million in 2010.

“The important export sector, which accounts for 65 percent of sales, expanded by 7.44 percent in the first half of 2011. Therefore, we anticipate a positive result for 2011 as a whole. The German market is expected to remain stable for us despite the upheavals on the financial market. In Germany, consumption is supporting the economy and the consumer-goods industry”, says Manfred Meller, Director of the Industrial Association for Writing, Drawing and Creative Hobbies (*Industrieverband Schreiben, Zeichnen, Kreatives Gestalten*).

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Paperworld - The World of Office and Stationery
Frankfurt am Main, 28 to 31 January 2012

The Altenaer Kreis (AK), the association of brand-name manufacturers in the paper, office supplies and stationery sector, announced a small profit for its member companies whose sales rose by almost three percent in the first ten months of 2011. "The positive development in the domestic market is primarily the result of a high level of brand awareness among consumers", says AK spokesman Rolff Schifferens.

The Association of the Paper, Office Supplies and Stationery Industry (*PBS Industrieverband*) notes similar domestic growth (up four percent) for the first nine months of 2011. On the export side, the association's members registered an increase of two percent. However, the overall results for the year are not likely to be as good because, "Higher raw-material prices represent a significant burden on the cost side of the industry", says the association's chairman, Horst-Werner Maier-Hunke.

Thomas Grothkopp, Chairman of the German Office Supplies Association (*Bundesverband Bürowirtschaft – BBW*) also regards higher raw-material prices and pre-production costs as factors likely to have a negative impact on developments in the market. However, he anticipates satisfactory figures and a considerable increase over the previous year for the trade sales of the office business.

According to estimates by the associations, the German paper, office supplies and stationery sector grew by three to four percent in 2011 – the sales figures of the IFH study (6.4 percent growth) indicate a more positive overall situation in the market.

Prognoses for the development of the paper, office supplies and stationery sector in 2012

In view of the subdued economic climate outside Germany, it is difficult to make a prognosis for the current business year, 2012. The trade associations are also unable to make a clear-cut estimate.

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28 to 31 January 2012

Horst-Werner Maier-Hunke of the Association of the Paper, Office Supplies and Stationery Industry says, "At present, we cannot foresee what impact the international debt crisis will have on big companies and foreign markets. So far, however, the German market has been extremely stable by comparison." Therefore, the association has only modest expectations on the sales of companies in the paper, office supplies and stationery industry at present.

The Altenaer Kreis emphasises that, "Brand-name manufacturers are cautiously optimistic and anticipate average growth of three percent."

In contrast with this, the German Office Supplies Association forecasts pressure on prices in the drop-shipping segment of the paper, office supplies and stationery business. Product prices will rise slightly to cover higher raw-material costs. However, it is difficult to say what effect this will have on the propensity to purchase.

The sector and, therefore, Paperworld are benefiting from the exceptionally good economic situation in Germany as reflected by a positive business climate. The high level of employment is also having a favourable influence on the level of demand for paper and office materials in Germany. However, there are unmistakable indications of a downturn in the overall European and world markets. The economic atmosphere outside Germany is significantly more subdued. According to IFH Retail Consulting, export sales of the German paper, office supplies and stationery industry are showing signs of a decline and this could be an initial indication of lower demand.

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Page 4

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Press

January 2012

Creativeworld - The World of Art and Craft Supplies
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Creative sector with a small increase and a stable outlook for 2012

DIY trend supports the handicrafts and hobby sector

2011 was a satisfactory year for the creative sector and the majority of Germany's manufacturers of hobby, handicrafts and creative materials rang up a three-percent increase in sales. This is the result of a poll of member companies by 'Hobby-Kreativ', the leading German association for the sector. "Unlike the paper, office supplies and stationery industry, we cannot speak of a high rate of growth because developments in the individual segments varied and were influenced by a variety of trends", explains Manfred Pulst, Chairman of 'Hobby-Kreativ'.

The trend in the retail trade was very good – almost 50 percent of creative handicrafts articles are purchased from specialist retailers and this represents a stable foundation for the development of sales in the sector. Moreover, this result is indicative of the good advice provided by specialist sales assistants. The bricks-and-mortar trade is also tending towards larger sales areas. Customers want to see clear and well laid-out product presentations. They go to specialist retailers to gather ideas and information on specific themes. Hence, the specialist trade comes up trumps with expert advice and an increasing number of special activities and topical handicrafts presentations.

Outlook and prognosis for 2012

Following good rates of growth for exports to other European Union countries over recent years, the European market has stabilised at a slightly lower level. This is also connected to economic developments in the individual countries where the bulk of disposable incomes are needed for the basics of life. The result is a lower level of demand for pursuits such as creative handicrafts. Nevertheless, the

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Creativeworld - The World of Art and Craft Supplies
Frankfurt am Main, 28 to 31 January 2012

'Hobby-Kreativ' association and its member companies expect an increase of about two percent for exports in 2012.

Creative trends the main theme at Creativeworld

High-grade creative hobbies, such as home decoration, do-it-yourself in paper for special occasions and individual jewellery, are gaining ground and very much in trend at present. Exhibitors with products for these subjects are set to gain ground at Creativeworld. In the field of home decoration, for example, C.Kreul GmbH & Co. KG will present new paints and template motifs for individually decorating windows. "For living room or bedroom windows, for conservatory fronts or other windows, there are no limits on home creativity using the self-adhesive, reusable templates with classic and trendy motifs with the window paints", says Wolfgang Müller, COE of C. Kreul. Handicrafts for seasonal occasions, such as Christmas, Easter, weddings and birthdays, continue to be popular whereby high-grade paper, e.g., for invitation cards and table decorations, are much in demand. Home-made jewellery underscores personal individuality and there is an inexhaustible supply of paints and materials for enthusiasts to draw on. "The Bolero jewellery line thrives on the blend of materials and colours and permits users to create individual and trendy pieces of jewellery through winding, binding or braiding", says Stephan Ryher, CEO of Rayher Hobby GmbH. Jewellery fans can try this new trend for themselves at the company's stand at Creativeworld 2012.

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Page 3

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Januar 2012

Christmasworld - The World of Event Decoration
Internationale Frankfurter Messe
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Christmasworld Trends 2012/13: colour is the crucial signal

Four worlds of style – ‘Soft Cloud’, ‘Fancy Folk’, ‘Late Night Glam’ and ‘Cool Vibrancy’ – show the latest trends for the festive-decoration sector

Messe Frankfurt has announced the new trends for the festive-decoration sector in 2012/13. Based on the current trends of the international fashion and design scene, the Christmasworld Trends show clearly today what will dominate in the coming season. Every year, Christmasworld joins forces with designers of bora.herke.palmisano to develop four worlds of style and thus give the sector a guide to the individual product groups and a description of the colours and materials of the coming season.

Colour, light, material and processing

“Colour is the crucial signal for the coming season”, explains Claudia Herke of designers bora.herke.palmisano. “Particularly intensive and rich shades will be the emotional standard bearer of an optimistic and future-oriented philosophy in 2012/13”, adds the designer. In addition to the new colours, a conscious and sensitive examination of light, material and processing is to be seen. Bright colours achieve their maximum impact and depth especially in combination with light effects, lustrous surfaces and interesting structures.

The designers have brought together the most important influences, ideas and products from the festive-decoration sector in four worlds of style. The trends range from a gentle, restrained manner, via natural freshness and elegant glamour, to brightly coloured purism.

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Christmasworld - The World of Event Decoration
Frankfurt am Main, 27 to 31 January 2012

'Soft Cloud' – harmony and charm

The 'Soft Cloud' world of style gives expression to a sensitive character. The look is soft and feminine, as well as light and transparent. The colours are restrained and match the calm design. A bright range of warm and creamy shades, such as natural white, sand grey and taupe, dominate the spectrum of colours. However, an important role is also played by fresh shades, such as aquamarine, apricot and a pale violet. The unobtrusive colours are combined with sensible materials with fine and pure-looking, chalky-dry surfaces or a matt silky lustre. Tender flowers set accents. Other materials include chiffon, organza and lace, which round off the elegant, feminine style.

'Fancy Folk' – a modern interpretation of folklore and tradition

Hand-made products and visuals supplemented by flowers, handi-craft elements and a little kitsch are the determining elements of the emotional and humorous look of 'Fancy Folk'. In this case, the spectrum ranges from traditional ethnic art to unadulterated nature. Rich, brilliant shades, such as fuchsia, forest green, cerulean and poppy red, are combined with stone grey and deep gold-ochre. The cheerful look is supported by lively surfaces, irregular textures, dyed or natural wood, quilts and leather. The motifs are reinterpreted and integrated into a modern and creative context.

'Late Night Glam' – disco, seventies chic and glamour

The designs are opulent, exclusive and sensual – but always casual. Decorative elements are interpreted in a sophisticated and modern way. The world of style celebrates life not as an everyday event but something special. And this is also underscored by the intensive and warm colours that generate a mystical and exotic flair. Deep brown, dark plum blue and caviar black form the backdrop for orchid shades, mandarin and hints of gold. Essential for a perfect late-night look are sequins of all sizes in a random arrangement, as well as surfaces with a pearl shimmer, while the use of crystal, leather and

Christmasworld - The World of Event Decoration
Frankfurt am Main, 27 to 31 January 2012

textiles such as satin and panne velvet ensures a high degree of glamour.

'Cool Vibrancy' – strong colours for reduced design

'Cool Vibrancy' demonstrates optimism and forward-looking excitement. The look is high in quality, clearly defined and adult. Accents are set by graphic patterns and the interaction of colour overlays, shadows and different degrees of transparency. The colour catches the eye through its almost fluorescent intensity. The luminosity of brilliant white, sunny yellow, sparkling emerald green and challenging pink leaves no doubts in the mind while contrasts, such as deep ink blue and a dark shade of cyan, round off the look. The materials are characterised by high-quality designs and materials and glass of all kinds plays an important role. Haptic effects are created by plastics, rubber, leather, taffetas and fine wool qualities. A visual interpretation of the worlds of style can be seen in the Christmasworld Trend Show in Galleria 1 during the fair from 27 to 31 January 2012. The design experts of bora.herke.palmisano will hold daily tours of the show and, in the subsequent lecture, explain the impact and implementation of the trend themes. The Trend Brochure showing the most important colours, materials and patterns will be available free of charge at the Trend Show information stand.

Note for journalists:

Further information about the international trade fair and the trends can be found on the internet at:

www.christmasworld.messefrankfurt.com.

Background information on Messe Frankfurt

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* preliminary numbers (2011)

press

Januar 2012

Paperworld - The World of Office and Stationery
Internationale Frankfurter Messe
Frankfurt am Main, 28. - 31.01.2012

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Paperworld Trends 2012/13: the new season begins with 'Bright', 'Dark' and 'Soft'

Designers bora.herke.palmisano use future-oriented ideas to create three trend worlds

Colour is the buzzword for the 2012/13 season. Rich, bright shades set fresh accents and designers draw on all colours of the rainbow. A new sense of optimism is the trigger for this colourful trend, which symbolises boldness and a positive attitude. Trends provide a mirror image of society. They generate new impulses and give inspiration to both retailers and customers.

Designers bora.herke.palmisano have analysed the latest tendencies in the fields of fashion, design and architecture and, on this basis, created the Paperworld Trends for 2012/13. "The trends reflect the needs and inclinations that drive us at given times, and call for new solutions and approaches to design", says Claudia Herke of bora.herke.palmisano discussing the genesis of the three Paperworld Trends. 'Bright', 'Dark' and 'Soft' are the names given to the three trend worlds that are set to dominate the coming season.

'Bright' – focusing on colour

'Bright' stands for an optimistic and self-confident attitude to life. The trend is extremely modern – bright and expressive colours are combined with a minimalist design language to create a dramatic look. Monochrome and velvety matt surfaces mean that fresh shades, such as mandarin and wasabi green, are shown to their best advantage. The reduced design recedes behind the colours and draws attention to the rich, brilliant tones. However, practical product benefits are also important. Thus, office articles and furniture finished in intense colours are distinguished by their modern commercial character and their well thought-out functionality. High-grade plastics, Plexiglas and rubber characterise high-end design for everyday life. Additionally, natural materials, such as leather and textiles give the

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Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.01.2012

style an exclusive touch. Fascinating colour gradients catch the eye and supplement distinct patterns, such as stripes, halftone dots or graphic and emphatic designs.

‘Dark’ – used-look meets recycling

‘Dark’ stands for a relaxed and cool attitude to life. Young and rebellious, this trend is opposed to classic role allocations. There are no superfluous elements in the rough and informal ‘casual’ look. The focus is on durability and functionality. Thus, wear and used looks are deliberately employed and combined with well-groomed and high-quality aspects. Expression is also given to ecological expectations via recycled materials. The series of dark colours, from granite grey and marine blue to khaki, represent the easy-going side of this avant-garde style. The overall appearance is dominated by a deep night black, which is used with either a matt or lustrous finish and contrasted with rusty red accents. The materials, including canvas, smooth leather and suede, have a modern, contemporary and casual impact. The surfaces have structures, reliefs and textures. Patterns, such as typographies, graphs and typefaces with gradients, stamping techniques and linear doodles, are reminiscent of technical drawings and creative processes.

‘Soft’ – gentle simplicity creates tranquillity

‘Soft’ stands for a simple, aesthetic and sensuous attitude to life. Purity and tranquillity are the dominant features of this quiet and reduced style, the emphasis of which is on fine materials and feel-good surfaces. The demand for clarity and concentration is reflected by the timeless design. Special significance is attached to intelligent products that are long-lived, functional and simple. Lightness and purity are reflected by chalky, soft and cloudy nuances, as well as creamy shades dominated by light blue, peach, light grey and brilliant white – plus acid pink as the counterpoint. Familiar materials are given new functions and placed in new contexts. Meticulously crafted wood, matt or velvety surfaces and gossamer paper is combined with glass, vellum or handmade paper. Reliefs, embossing,

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.01.2012

origami techniques and torn edges give the lightweight materials depth and volume. Patterns, such as fine lines and hatching, blurred and fuzzy motifs, take second place to the overall shape.

Daily during Paperworld – The World of Office and Stationery – (28 to 31 January 2012), the designers from bora.herke.palmisano will give guided tours of the Trend Show in Hall 6.1, Stand C90, at 10.30 and 15.00 hrs and, in a subsequent lecture, explain the effect and implementation of the trend themes. The Trend Brochure with the most important colours, materials and patterns will also be available free of charge at the Trend Show information stand.

Note for journalists:

You can obtain the Trend Book collages for the individual trend worlds from the Paperworld Press Team. You will find further information and high-resolution photographs on the internet at www.paperworld.messefrankfurt.com.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 457* million euros in sales and 1,769* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 101 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2011)

press

Januar 2012

Creativeworld - The World of Art and Craft Supplies
Internationale Frankfurter Messe
Frankfurt am Main, 28. - 31.01.2012

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Creativeworld trends: discover new handicraft ideas, experience the creativity of others and design your own creations

"Flashy Nature", "Cosy Darling" and "Structural Mood" are the Creativeworld trends for the coming season

The creative sector is once again enjoying an upswing and the trend for making things oneself remains unbroken. With a view to strengthening the sector still further, Creativeworld celebrated its debut as an independent trade fair in January 2011. 2012 is set to put particular emphasis on the new trends; this is to be achieved through the Creativeworld Trend Show, which will now present the trends for the coming season in the hobby and creative crafts sector, alongside all the new ideas for making things oneself.

"Flashy Nature", "Cosy Darling" and "Structural Mood" are the names of the overall trends for the coming season. They will be staged in three thematic scenarios and cleverly combined with DIY ideas and creative techniques. Creativeworld's trends are derived not only from the key design and fashion currents of the present time, but also include ideas that DIYers and handicraft aficionados are showcasing on internet forums. "Modern DIYers are young, creative and well-networked. They exchange information on the latest ideas, tips and products in countless blogs and websites," says Claudia Herke from design consultants bora.herke.palmisano, who have put together the Trend Show at Creativeworld.

For "**Flashy Nature**" the emphasis is on colour. Bright "acid yellow" is painted over large areas of wall and porcelain and makes individual elements stand out. This powerful colour creates its striking effect everywhere: stamp-printed on T-shirts, bags or post cards, as a way of picking out the edges of furniture or as wall decoration. Its bright luminosity is all the more striking when combined with natural and recycled materials, so that elegant design items can quickly and easily be created out of everyday objects.

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Creativeworld - The World of Art and Craft Supplies
Frankfurt am Main, 28. - 31.01.2012

With "**Cosy Darling**" the artist takes a journey through time: the focus is on the 1950s and 1960s. Patterns such as large dots and sweet little birds, butterflies or flowers are put onto all kinds of material, using a wide variety of techniques. Delicacy, light-heartedness and a feminine lightness of touch are mixed with nostalgic chic. Lino and stamp printing are used on cushions and pillows, bags, curtains, ceramics, packaging and postcards and conjure delicate motifs on nostalgic favourites. Thus transforming them into unique neo-modern items.

Lovers of graphic and spatial design will feel themselves well served with "**Structural Mood**". Light and shade, together with black and white create the accents. The focus is on graphic forms, linear patterns and 3-D effects, turning everyday objects into modern designer items. Home-made "cut-outs", reliefs and items folded from elegant, high-quality papers and felts have a particularly decorative effect. Simple circles and zig-zag patterns embellish walls, lamps and furniture – simple techniques with powerful effects.

Alongside all of this, the three trend scenarios in the **Creativeworld Trend Show** showcase ways in which presentational areas in shops and shop windows can be most appealingly decorated. They provide inspiration for new approaches to established techniques and combinational possibilities using different materials and products.

Visitors can try out and apply the ideas and trend scenarios presented on site at the "**Workstation**" for themselves.

Immediately next door, the key players in the sector will be giving their account of current trends and contexts in the "**Creative Talks**". With its widely diverse sections in Hall 4.2 G41, the Trend Area offers creative inspiration, fresh new ideas and artistic impetus for a wide range of individual DIY and craft work.

Creativeworld - The World of Art and Craft Supplies
Frankfurt am Main, 28. - 31.01.2012

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PW_WiPK_Brand_gb.doc

Paperworld: a powerful international brand with a great export potential

Successful events in promising markets: Germany, China, Hong Kong, Dubai and Russia

Bringing together people and markets all over the world is one of the primary objectives of Messe Frankfurt and Paperworld. The first event of the Paperworld brand to be held outside Germany was 'Pen& Paper, which made its debut in Hong Kong in 1996. It was renamed the 'Hong Kong International Stationery Fair' in 2001 and, since then, has successfully carved out a place for itself in the Asian market. In the intervening years, both the event portfolio of Messe Frankfurt and the Paperworld brand have expanded significantly. Today, the Paperworld brand is well established in the international market and offers companies and trade visitors an optimum business platform in the most important regions of the world. Based on **Paperworld Frankfurt**, the world's leading international trade fair for paper, office supplies and stationery, the brand has expanded into regions of importance to the sector worldwide and created a global network that brings together demand and supply in accordance with requirements specific to the various regions – a result that is of equal benefit to both exhibitors and visitors.

The foundation stone for the successful activities of the Paperworld brand outside Germany was laid by the **Hong Kong International Stationery Fair** in 2001. This was followed in 2005 by **Paperworld China** in Shanghai. The **Middle East Toy Fair**, which has been organised by Epoc Messe Frankfurt in Dubai since 2002, was renamed **Playworld Middle East** in 2011 and is now held concurrently with the new **Paperworld Middle East**. The latest addition to the Paperworld family of events is **Paperworld Russia**, which made its debut in Moscow in 2011. Also new is Remanexpo product segment with remanufactured printer accessories, which supplements the Paperworld fairs in Frankfurt, Shanghai, Dubai and Moscow.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
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Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

Frankfurt, Germany

Paperworld

Next event: 26 to 29 January 2013

The foundation for the worldwide success of the Paperworld brand was laid in Frankfurt in 1996 when Paperworld emerged as an independent event from the former Premiere spring fair. Since then, it has developed into the world's leading trade fair for paper, office supplies and stationery, and covers the entire spectrum of products for the office and school. The Paperworld Imaging section presents printer and IT accessories, copiers, paper, transparencies and labels. And this is where the Remanexpo with remanufactured printing accessories is to be found. At Paperworld Scriptum everything revolves around high-quality writing utensils and office accessories. 1,800 exhibitors from 70 countries have registered to present their latest products at Paperworld 2012.

Parallel to this, Creativeworld, which emerged from one of the Paperworld product segments in 2011, will present products for the hobby, handicrafts and artists' materials fields. Simultaneously, Christmasworld will generate impulses for the innovative expansion of festive-decoration assortments.

Shanghai, China

Paperworld China

Next event: 19 to 21 September 2012

The last Paperworld China in September 2011 attracted some 19,100 visitors from 85 countries to Shanghai. 516 exhibitors from 15 countries presented their products in the New International Expo Centre in Pudong. For the first time, the Remanexpo was also held during Paperworld China 2011 and bring suppliers of remanufactured printing accessories together with dealers from the region. Paperworld China has been held in Shanghai since 2005 and was launched in response to demand from industrial companies for a stationery and office-supplies fair on the Chinese mainland.

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

Moscow, Russia

Paperworld Russia

Next event: 25 to 27 September 2012

In September 2011, Frankfurt RUS and the IEC 'Expocentre' launched Paperworld Russia, the new offshoot of the world-famous brand for the international business world. The Russian market has waited a long time for a professional event that presents the entire spectrum of the relevant segments, from paper, stationery and office supplies to event and festive decorations. The organisers have gone even further and integrated an additional important name into the profile of Paperworld Russia: Remanexpo. More than 120 exhibitors showed their products at Paperworld and Festivalworld to about 4.300 visitors.

Dubai, United Arab Emirates

Paperworld Middle East

Next event: 6 to 8 March 2012

The debut of Paperworld Middle East exceeded all expectations with the new event receiving an extremely positive reception in the Middle Eastern market. In March 2011, over 250 exhibitors presented their products from the paper, stationery and office supplies sector to buyers from the upcoming region of the United Arab Emirates. With 6,246 visitors, Paperworld Middle East and the Remanexpo product segment, which took place parallel to Playworld Middle East, have secured a fixed place in the region's annual calendar of trade fairs and exhibitions.

Hong Kong, China

Hong Kong International Stationery Fair

Next event: 07 to 10 January 2013

The Hong Kong International Stationery Fair is one of the region's most important procurement platforms for office and school articles. The last event in 2012 attracted around 210 exhibitors and over 15,000 visitors. This time the fair was complemented by a new product group for computer accessories. The trade fair for writing

Page 4

Paperworld - The World of Office and Stationery
Frankfurt am Main, 28. - 31.1.2012

utensils, stationery, office supplies and equipment, artists' and school requisites was launched in Hong Kong under the name Pen & Paper in 1996. In 2001, it was renamed Hong Kong International Stationery Fair and has been held parallel to the Hong Kong Toys & Games Fair since then. The fair is organised by Messe Frankfurt in cooperation with the Hong Kong Trade Development Council.

Note for journalists:

You will find further information about these events on the internet at www.paperworld.messefrankfurt.com.

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Presse Press

Pressetermine/ dates and activities for the press

Stand/as at: 25/01/2012

Mittwoch, 25. Januar 2012/Wednesday, 25 January 2012

10:00*	Messe Frankfurt GmbH Wirtschaftspressekonferenz	Dependance, Raum Atrium
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Freitag, 27. Januar 2012/Friday, 27 January 2012

9:30**	Messe Frankfurt GmbH: Fotorundgang Highlight: Jean-Paul Gaultier präsentiert persönlich seinen Designweihnachtsbaum/ Jean-Paul Gaultier presents personally his designer christmas tree	Treffpunkt: Torhaus Ebene 4, Presse Center
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Samstag, 28. Januar 2012/Saturday, 29 January 2012

11:00 Paperworld	Bundesverband Bürowirtschaft (BBW) Pressekonferenz/press conference	Halle 3 C Westseite Raum Argument
11:00 Creativeworld	Knorr Prandel GmbH Pressegespräch/press meeting	Halle 4.2 G51-54
12:00 Paperworld	Paperworld Insider Award Preisverleihung	Halle 3.0 D40 Paperworld Forum

Messe Frankfurt Exhibition GmbH
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Pressetermine / press meetings

27. bis 31. Januar 2012/27 to 31th of January 2012

14:00 Christmasword	Karl Wiedemann Wachswarenfabrik „green candle“ Klimaneutrale Kerzen“ mit Prof. Dr. Dr. Rademacher, Vorstand Forschungsinstitut für anwendungsorientierte Wissensverarbeitung Ulm Pressekonferenz/press conference/presentation of „green candle“ climate-neutralized candles	Halle 8.1, Raum Symmetrie 3
14:00 Paperworld	Creative Impulse Preisverleihung/award	Halle 4.2 G41 Creative Trends
14:00 Paperworld	Hahnemühle Fineart Pressekonferenz/press conference	Halle 4.C, Raum Concept
15:00 Paperworld	Schenk GmbH & Co. KG Pressegespräch/press meeting	Halle 6.1 D40
15:00 ** Christmasworld	Trendtour Christmasworld mit Annetta Palmisano vom Designbüro bora.herke.palmisano/trend tour with Annetta Palmisano from the designers agency bora.herke.palmisano	Trendareal Christmasworld in der Galleria 1
16:00 Paperworld	Produkte des Jahres/product of the year Preisverleihung/award	Halle 3.0 D40 Paperworld Forum
17:30 Paperworld	Eröffnung/opening ceremony Asia Design Excellence	Halle 10.0 C35 Asia High-Quality Selection

Sonntag, 29. Januar 2012/Sunday, 29 January 2012

9:00 Paperworld	Merge Master (M) Pressegespräch/press meeting	Halle 10.1 C01
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Pressetermine / press meetings

27. bis 31. Januar 2012/27 to 31th of January 2012

12:00 Creativeworld	Today's Writing Products Pressegespräch/press meeting	Halle 10.0 C68
13:30 Paperworld	Trendtour Paperworld mit Claudia Herke vom Designbüro bora.herke/trendtour with Claudia Herke from the designers agency bora.herke	Halle 6.1 Trendareal Paperworld
14:00	Saint Petersburg Day mit Teilnehmern des Saint Petersburg Government: „Petersbug in Christmas Decorations“	Portalhaus, Ebene 1, Raum Transparent
15:00 Paperworld	KUM GmbH & Co. KG Pressegespräch/press meeting	Halle 3.1 C11
17:00 Paperworld	ISPA Preisverleihung/ISPA award	Paperworld Forum Halle 3.0 D40

Montag, 30. Januar 2012/Monday, 30 January 2012

9:00 Paperworld	Botanical Paper Works Inc. Pressegespräch/press meeting	Halle 6.1 B70
11:00 Paperworld	Mani Verlag KG Pressegespräch/press meeting	Halle 6.1 D50C
12:00 Paperworld	Today's Writing Products Ltd. Pressegespräch/press meeting	10.0 C 68
13:30 Paperworld	schwesternliebe__ für dich Pressegespräch/press meeting	Halle 6.1 D50A
15:00 Paperworld	KUM GmbH & Co. KG Pressegespräch/press meeting	Halle 3.1 C11
17:45 Paperworld	KMP PrintTechnik AG KMP-Award 2011 Verleihung	Halle 4.0 B01

Seite Page 4

Pressetermine / press meetings

27. bis 31. Januar 2012/27 to 31th of January 2012

Pressetermine / press meetings

27. bis 31. Januar 2012/27 to 31th of January 2012

Dienstag, 31. Januar 2012/Tuesday, 30 January 2012

11:00 Creativeworld	Knorr Prandel GmbH Pressegespräch/press meeting	Halle 4.2 G51-54
10:30 Paperworld	Eröffnung des Thementages „ Green Office “ in Kooperation mit B.A.U.M. e.V./Opening of the „Green Office day	Halle 3.0 D40
14:00 Paperworld	Paperworld Card Awards Preisverleihung/award	Café Card Übergang Halle 5.1/6.1
15:00 Paperworld	FSC Arbeitsgruppe Deutschland e.V. Pressegespräch/press meeting	Halle 4.0 A18

Sonstige Aktivitäten:

Täglich/daily: 11:30 und 14:00	„ Pimp your shop “ – spezielle Anregungen für den Buchhändler/suggestions specially aimed at book sellers – Führung und Sonderschau	Halle 6.1 B69

* nur auf Einladung/by invitation only

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