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New business opportunities for office suppliers in Frankfurt and Dubai

Frankfurt am Main, April 2024. Demanding and constantly changing market conditions always require customised new solutions that enable maximum synergy effects and efficiency gains for manufacturers, suppliers and buyers. Given this environment and in very close cooperation with the industry, Messe Frankfurt decided to focus the commercial office supplies sector at Paperworld Middle East in Dubai. Simultaneously in Frankfurt, Ambiente and Creativeworld will focus on the Stationery, School and Creative segments as well as Office Design & Solutions featuring the highlighted Future of Work area.

Current market developments, structural shifts and the transformations in the world of work - these factors remain challenging especially for manufacturers and suppliers in the commercial office supplies sector. In Germany and Europe, this market has been stagnating for years, driven primarily by the digital transformation. In response to new market requirements, manufacturers are increasingly expanding their B2B office product portfolio by adding B2C stationery offers or looking for new distribution channels and sales markets for their office products. Paperworld Middle East in Dubai as a central trading hub between Asia, Europe and Africa continues to stand for growth potential for office supplies. „In very close cooperation with the industry, we identify tailored new growth prospects for our long-standing customers in the commercial office supplies sector. We therefore decided to focus the internationally relevant segment of commercial office supplies at Paperworld Middle East - an established international platform for the stationery and office supplies industry. Accordingly, we will also align our international marketing measures“, says Philipp Ferger, Vice President Consumer Goods Fairs Messe Frankfurt.

Consumer Goods Fairs Frankfurt: Higher Stationery and Creative segments as well as smart offers around Office Design & Solutions

At the leading consumer goods trade fairs Ambiente and Creativeworld in Frankfurt, the Stationery and Creative segments will be further expanded and the meta-theme of New Work including the Office Design & Solutions segment and the Future of Work area intensified. Vendors of stationery product ranges like greeting cards, writing utensils and school supplies are at home at the segments Urban Gifts, Stationery & School in Hall 4.2 (Giving) and Global Sourcing in Hall 10.0 at Ambiente. Smart office furnishings and furnishing concepts for modern working environments including optimised acoustics and room layout are at Office Design & Solutions in Hall 3.1 at Ambiente Working. Creative product ranges for the Hobby & Handicraft, Graphic Artists' & Artists' Requisites, Graffiti &

Street Art and Handicrafts & Textile Design segments can be found at Creativeworld in Hall 1.

„The meta-topic of New Work continues to have huge market potential, which we focus further at Ambiente in the Working segment via Office Design & Solutions and the Future of Work area. Access for exhibitors to new target buyer groups is relevant here. We will drive this aspect forward at Ambiente 2025 with a corresponding programme, workshops, and guided tours “, emphasises Julia Uherek, Vice President Consumer Goods Fairs Messe Frankfurt. As the leading international consumer goods fair Ambiente with its Dining, Living, Giving and Working segments, reflects the merging of living environments and also offers valuable synergies for exhibitors and buyers by focusing on growth areas such as Contract Business and HoReca. „Lifestyle and workstyle are increasingly merging and we bring together offer and demand in Frankfurt in a targeted manner“, adds Uherek. The Future of Work area presents new solutions for modern working environments and provides new impetus not only for office furnishers, but also for many other target groups such as architects, planners and commercial end users such as hotels, the hospitality industry and providers of co-working spaces.

Paperworld Middle East in Dubai: Successful stepping stone for commercial office suppliers, paper and stationery professionals

By bringing together the commercial office supplies provider at one location - Paperworld Middle East in Dubai - we offer focus and valuable efficiency gains to the internationally operating industry. Vendors gain a valuable advantage through access to a very attractive market with growth potential. Market forecasts of industry experts from last year's conference forum confirm, that the paper and stationery industry has experienced an increase in demand for personalised and customised, innovative stationery supplies in this region in recent years. Growth is expected to be around 725,04 Mio. USD in the Middle East. International suppliers of commercial office supplies are traditionally very strongly represented in Dubai and attract professional buyers from over 100 countries every year. Paperworld Middle East - which has been organised together with Gifts & Lifestyle Middle East since 2011 - most recently attracted 9,266 visitors from 113 countries and 493 exhibitors. Overall, Dubai is focusing on ambitious economic growth, as attested by Germany Trade & Invest, for example. The emirate aims to double its economic strength within ten years, which offers attractive business opportunities for companies from all over the world.

Conzoom Circle bundles new business opportunities

Conzoom Circle stands for Messe Frankfurt's long-standing expertise in creating the most important international platforms for the global consumer goods and retail industry. Every year, [Conzoom Circle](#) combines around 30 consumer goods trade fairs worldwide and other digital formats such as the [Digital Academy](#), [Conzoom Solutions](#) and [nmedia.hub](#) under one communicative umbrella. The network addresses all players in the global consumer goods market, both manufacturers and suppliers as well as retailers. The aim is to provide orientation for the industry across countries and markets, to network all relevant industry players throughout the year and to promote their business.

Upcoming trade fair dates

From 12 - 14 November 2024, [Paperworld Middle East](#) takes place at Dubai International Convention & Exhibition Centre - Dubai World Trade Centre. Ambiente, Christmasworld and Creativeworld will continue to take place at the same time at the Frankfurt exhibition centre. They will, however, be moved to the beginning of February to ensure that major global trade fair dates are aligned.

Ambiente/Christmasworld: 07 to 11 February 2025
NEW: Creativeworld: 07 to 10 February 2025

Note for journalists:

Discover inspirations, trends, styles and personalities on the [Ambiente Blog](#) and further expert knowledge on [Conzoom Solutions](#). More information under www.conzoom-circle.messefrankfurt.com

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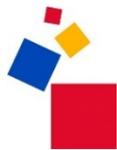
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