



PRESS RELEASE _____ 04-2012

Paperworld 2012:

German Design Council presents the Asia Design Excellence special show

Frankfurt/Main, January 27, 2012

From January 28-31, 2012 at its special Asia Design Excellence exhibition the German Design Council will be showcasing outstanding articles made by the Asian stationery industry. Together with the Messe Frankfurt Exhibition GmbH, the German Design Council has developed the show especially for Asian corporations and selected exclusively products with an innovative and unique design from among the broad swath of entries.

The key criterion in the selection: the use of innovative materials and detailed solutions. “The items on display confirmed the trend already emerging at the first Asia Design Excellence 2012: the more important the issue of exporting to Western countries becomes for Asian manufacturers, the greater an awareness of high product quality becomes. Thus, many companies in the region have in recent years proven that product quality can strongly drive their export reach”, says Andrej Kupetz, General Manager of the German Design Council.

“We are very gratified that with this special show we will be able to present countless Asian exhibitors who stand for innovation with a strong design component and for excellent quality products”, comments Kupetz.

Place of Exhibition:

Exhibition Frankfurt
Friedrich-Ebert-Anlage 1
60327 Frankfurt am Main
Asia High Quality Section – Hall 10.0
Stand-Nr. C35

Date

January 28 to 31, 2012

Opening hours

January 28 to 30, 2012, 09.00 a.m. to 06.00 p.m.
January 31, 2012, 09.00 a.m. to 05.00 p.m.



Rat für Formgebung
German Design Council

Paperworld

Paperworld – The World of Office and Stationery – is an international trade fair. Paperworld focuses firmly on products relating to paper, office equipment and stationery. With over 2,000 exhibitors expected from all over the world, this key international trade fair sets the tone: not only is it a prime occasion in terms of orders placed; countless product innovations, prize awards, trend zones and events make certain that Paperworld is also one of the world's major innovations platforms.

German Design Council

The German Design Council is an independent and internationally active institution that supports companies in efficiently communicating design expertise and also seeks to strengthen the broader general public's understanding of design. The German Design Council was established as a foundation in 1953 by decree of the German Federal Parliament, and champions good design through its competitions, exhibitions, conferences, seminars and publications. The circle of trustee-sponsors currently comprises 170 companies from inside and outside Germany, who together employ more than 1.6 million people.

For more information on Asia Design Excellence please visit:

www.german-design-council.de

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