

New business opportunities for office suppliers through focus on Paperworld Middle East 2024



Dear xxx,

Current market developments, structural shifts and the transformations in the world of work - these factors remain very challenging for you, our long-standing customers in the commercial office supplies sector.

In very close cooperation with the industry, we would like to introduce you to suitable new growth prospects. We decided to focus the internationally relevant segment of commercial office supplies at Paperworld Middle East. As a result, Ambiente is no longer continuing the offering of commercial office supplies.

We highly encourage you to register for the Paperworld Middle East, as an established international platform for the stationery and office supplies industry. Accordingly, we will also align our international marketing measures.

Your benefits: You gain a valuable advantage through access to a very attractive market with growth potential. Recent market forecasts, excerpts of which can be found [here](#), are just one example of this. International suppliers of commercial office supplies are traditionally very strongly represented in Dubai and attract professional buyers from over 100 countries every year.

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.

Are you interested in participating in the upcoming Paperworld Middle East from 12 to 14 November 2024 in Dubai? Then please send us a short reply to this email and you will receive further information on registration.

We are looking forward to offering you a trade fair participation. You will find the key information on the [website](#).

If you have any questions, we will be happy to assist you. Your contact person in Frankfurt is [Dagmar Handwerker](#) (Telephone +49 69 75 75-68 29) who will help you to establish contact with our colleagues in Dubai.

Yours sincerely,

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