ZELLCHEMING-Expo 2022 attracted numerous representatives of the international paper and cellulose industry to the RheinMain CongressCenter (RMCC) in Wiesbaden.

Over three days, from June 29 to July 1, this major industry event offered some 1,900 registered attendees and more than 130 exhibitors, sponsors and partner companies extensive opportunities for intensive information exchange and casual networking.
The visitor structure reflected the organizers’ ambition very well: 36% came from manufacturing companies, 5.5% from science and 11% from trade, processing industries, and associations. 43% were from the supplier sector. From non-German speaking countries 12% international guests participated.

The event was held on a hybrid basis: Around 350 participants had joined online.

The survey of visitors to ZELLCHEMING-Expo 2022, which took place from June 29 to July 1 in Wiesbaden, gave a very positive summary of the event.

- 72% of the visitors were satisfied or very satisfied
- The importance of the event for the paper and fiber-based industry was rated as high.
- Almost 90% stated that attending ZELLCHEMING-Expo is considered important for their company
- Identification with the event is also exceptionally strong.
- More than 90% of attendees would recommend the event to others, and more than 65% are already making firm plans to attend ZELLCHEMING-Expo 2023
- More than half of the visitors also attended the congress as part of the ZELLCHEMING Forum and were impressed by the quality of the program.
- Almost all (93%) praised the quality of the presentations, describing them as good or very good
- The networking opportunities, which play a special role at the ZELLCHEMING-Expo, also received high approval ratings.
- Around 90% of visitors praised the wide range of networking opportunities, including the summer evening, which was almost exclusively rated positively

Focus Summer Evening

The summer evening was just perfect, thank you very much!“
Voice of an attendee
The profile of visitors was in line with the targets set by the organizers.

- 2/3 of the participants stated that they hold a decision-making position in their company.

The group of exhibiting companies also took a positive stock.

- 62% of the exhibitors are already planning to participate again next year.
- 82% considered the Expo participation a success.

The return to the completely redesigned RheinMain CongressCenter (RMCC) in Wiesbaden also turned out to be the right decision.

- The location scored with above-average approval rates (98%).
- In addition, more than 90% of exhibitors rated the networking with customers and visitors as successful.

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**Focus ZELLCHEMING Forum**
(Congress, panel discussion, lectures)

We are proud that this year we have once again lived up to our claim of being the platform for professional technical exchange for all those involved in the development of sustainable paper and cellulose-based products!“

Prof. Dr. Helga Zollner-Croll,
Vice Chairwoman of the ZELLCHEMING Association

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**Focus Mobile App**

We are sure that the percentage of participants who use the digital possibilities within the Expo will continue to increase.

Dr.-Ing. Ernst-Ulrich Wittmann,
Chairman of the ZELLCHEMING Association

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This year, for the first time, we organized the Expo entirely ourselves and are very pleased with the extremely positive response from exhibitors regarding the location and networking,”

Petra Hanke, Managing Director of ZELLCHEMING Service GmbH

You were not there or want to review the great event? Here you can find our video:
(https://youtu.be/eXTg31pMjlw)