

## PressRelease

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### **ZELLCHEMING-Expo 2022: New perspectives for the paper and cellulose fiber-based industry!**

Following the successful staging of Virtual Days 2021, ZELLCHEMING is moving full steam ahead with preparations for Expo 2022, which is planned as a presence event at the RheinMain CongressCenter (RMCC) in Wiesbaden from June 29 to July 1, 2022.

The organization now rests entirely in the hands of ZELLCHEMING Service GmbH, which is relying on competent reinforcement from the RMCC team to support exhibitors. The information material and the documents for exhibiting companies have already been published, and the starting signal for exhibitor acquisition has thus been given.

#### **Great interest in the market**

"The initial response shows a great deal of interest in the market: numerous exhibitors have already made firm commitments and we are working intensively to answer the many inquiries and conclude contracts," explains Petra Hanke, Managing Director of ZELLCHEMING Service GmbH. "We know that many representatives of our industry would like to finally exchange ideas with suppliers and industry colleagues in face-to-face meetings again and we are confident that we will be able to fulfill this wish, also thanks to a sophisticated hygiene concept."

The multifunctional, ultra-modern RMCC offers plenty of space and, as was shown during the Virtual Days, is also ideally suited to digital formats. Dr. Ernst-Ulrich Wittmann, Chairman of the ZELLCHEMING Association, emphasizes: "We are returning to a proven and popular location that nevertheless presents itself in a new and contemporary way. This develops a special attraction!"

On three days of the trade fair, visitors to the ZELLCHEMING expo will be able to attend lectures of practical relevance and obtain specific information and further training on individual topics and application areas. The lectures presented at the event address current approaches of the paper and cellulose fiber-based industry on the way to a climate-friendly bio-economy and give further impetus to initiatives and lighthouse projects beyond the event. Exhibitors are involved via best practice applications and latest technologies for process and product innovation. The detailed program will be presented in the coming weeks.

The purpose of **ZELLCHEMING Service GmbH** is the implementation of trade fairs, congresses, online events, and web seminars in the field of pulp and paper production and the associated circular bioeconomy. In addition, the GmbH provides consulting and other services for associations (especially the ZELLCHEMING association) and foundations. Another purpose of the company is the promotion of scientific projects in cooperation with colleges and universities.

In view of the positive experience gained in the course of Virtual Days 2021, ZELLCHEMING will further expand its role as a virtual pioneer and organize Expo 2022 as a hybrid event with digital reach extension. Petra Hanke: "Thus, the ZELLCHEMING Virtual Days will become a Virtual World, a thematic island on the web where all content can be found, partly already before the Expo, in a live stream during the Expo and as a back-up afterwards. In this way, we bring our participants the best of both worlds: The on-site visit can be easily interleaved with an online login."

### **Involving scientific and technical expertise**

The ZELLCHEMING association and the scientific-technical-oriented work its expert committees do will also have a new role to play at Expo 2022: The results of the ZELLCHEMING working groups will be presented to a broad expert audience for the first time at a forum.

Prof. Dr. Markus Biesalski, Professor of Macromolecular Chemistry & Paper Chemistry at TU Darmstadt and ZELLCHEMING Main Committee Chairman, emphasizes: "We would like to give a stage to the valuable and intensive exchange that takes place in the technical committees, and which is of interest and importance to all representatives of our industry - and at the same time take up impulses and feedback from the industry. The future of an association like ZELLCHEMING today also depends on the external perception and relevance of the output of the working groups."

### **ZELLCHEMING-Expo Website**

Visitors and exhibitors can find out more about the event on the website:

<https://www.zellcheming.de/en/events/zellcheming-expo>

### **Regular newsletter**

A monthly newsletter will be sent out on current topics related to the ZELLCHEMING Expo until the event: <https://www.zellcheming.de/en/events/newsletter>

**Weierstadt, November 24, 2021**

### **Images:**

Caption: [Petra Hanke](#), Managing Director ZELLCHEMING Service GmbH

Source: ZELLCHEMING

Caption: [Dr. Ernst-Ulrich Wittmann](#), Chairman ZELLCHEMING Association

Source: ZELLCHEMING

Caption: [Prof. Dr. Markus Biesalski](#), TU Darmstadt, Chairman Main Committee ZELLCHEMING Association

Source: ZELLCHEMING

Caption: [Hall North, RMCC Wiesbaden](#)

Source: RMCC/Peter Krausgrill

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[Petra Hanke](#), Managing Director ZELLCHEMING Service GmbH  
Source: ZELLCHEMING



[Dr. Ernst-Ulrich Wittmann](#), Chairman ZELLCHEMING Association  
Source: ZELLCHEMING



[Prof. Dr. Markus Biesalski](#), TU Darmstadt, Chairman Main Committee ZELLCHEMING Association  
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[Hall North, RMCC Wiesbaden](#)

Source: RMCC/Peter Krausgrill

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