

ZELLCHEMING-Elevator-Pitch

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Goal

ZELLCHEMING as a designer and initiator makes an important contribution to securing the future of a sustainably oriented paper- and cellulose-based industry.

Contribution today

ZELLCHEMING already acts as a bridge and important link between

- science and research and the industrial production of paper-based products
- experienced experts with valuable experience and knowledge and junior staff with new ideas and concepts

Core areas for achieving the ambition

As designer and initiator, ZELLCHEMING concentrates on intensifying activities in the following areas:

- Providing a professional platform for the exchange of expertise for all those involved in the development of bio-economically based paper and cellulose fiber-based products
- Special focus on promoting young talent, such as the annual awards ceremony, scholarships, financial and professional support
- Discussion and further development of industry-relevant topics in expert groups such as technical and sub-committees, district groups and publication of the work results
- Development of a broad impact, expansion of the network, establishment as an industry communicator, feedback of impulses via ZELLCHEMING-Expo

Conclusion

- As an organization firmly anchored in the pulp and paper industry, ZELLCHEMING will promote and organize the exchange of expert knowledge – in thematic depth as well as across disciplines and borders with neighboring disciplines and fields.
- The various actors, such as the technical and sub-committees, district groups, general meeting, Expo and network, will act as partners in a coordinated, planned, transparent interaction for the development of standards & norms, white papers and positions on relevant aspects of the industry. A special focus is placed on the opportunities offered to the industry on its way towards the bioeconomy.

Slogan

As a technical think tank, ZELLCHEMING is a source of ideas for the paper- and cellulose-based industry – according to the motto: Future in every fiber!