

PressRelease_____

Weiterstadt, October 22, 2020

ZELLCHEMING-Expo 2021: New perspectives for the paper- and cellulose-based industry!

With the foundation of ZELLCHEMING Service GmbH, the reorientation of the ZELLCHEMING Association with a clear separation between voluntary association life and economic activities is now officially completed.

Behind the scenes, work has already been going on for several weeks to prepare the starting signal for the ZELLCHEMING-Expo in June 2021, which is organized and handled by the GmbH as organizer, in the best possible way. Information material and documents are available and the starting signal for the exhibitor acquisition has already been given. The Expo website has also gone live for visitors and exhibitors from Germany and abroad.

Positive Response

"The initial response has been very positive: A number of exhibitors have already confirmed their participation and the reserved area is already higher than that which was booked for the Expo planned for 2020 in the same period," explains Petra Hanke, Managing Director of ZELLCHEMING Service GmbH.



"We are experiencing that many representatives of our industry feel the desire to meet again with suppliers and industry colleagues in personal discussions and are confident that we will be able to meet this need, also in view of our sophisticated hygiene concept".

ZELLCHEMING Service GmbH conducts trade fairs, congresses, online events, 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 such as, for example, member administration, member management, member communication and member promotion. Furthermore, the purpose of the company is the promotion of scientific projects in cooperation with colleges and universities.

The multifunctional RheinMain CongressCenter in Wiesbaden offers plenty of space for a wide variety of events and functions such as trade fairs, congresses, and conferences as well as digital formats and is advertised as a "feel-good location". Petra Hanke: "The fact that we are returning to a proven and popular location, which at the same time presents itself in a completely new and contemporary way, also generates a great deal of positive interest".

Over two full days, on June 9 and 10, 2021, visitors to the ZELLCHEMING-Expo will be able to follow practice-oriented presentations and obtain information and further training on specific topics and applications. The lectures, which will be presented in the course of the event, pick up current approaches of the paper- and cellulose-based industry on the way to a climate-friendly bio-economy and give further impetus to ideas and initiatives beyond the event. Exhibitors are involved via best-practice applications and the latest technologies for process and product innovation. The detailed program will be presented in the coming weeks.

Stronger integration of scientific and technical work

A further aspect of the spin-off of the economic business activities into the GmbH was the desire to re-focus the association on scientific and technical work and thus sharpen its profile as an important link between research and industry.

In this context, the link with the ZELLCHEMING-Expo is also to be strengthened - in which the results of the ZELLCHEMING working groups will be presented to a broad expert audience for the first time in the context of a forum at the Expo. Which steps could be taken for this purpose in the technical committees and district groups has already been discussed in a future workshop", explained Gerrit Lund, 1st Chairman of the ZELLCHEMING Association.

ZELLCHEMING-Expo Website

Visitors and exhibitors can obtain information about the event on the website: www.zellcheming-expo.com

Regelmäßiger Newsletter

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

For further information please contact Ms. Petra Hanke, Phone +49 (0) 6150/5 44 84 04, p.hanke@zellcheming.de

ZELLCHEMING Service GmbH conducts trade fairs, congresses, online events, 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 such as, for example, member administration, member management, member communication and member promotion. Furthermore, the purpose of the company is the promotion of scientific projects in cooperation with colleges and universities.