

FAQ (Frequently Asked Questions)

1) Why should I attend to ZELLCHEMING-Expo?

ZELLCHEMING-Expo is the event highlight for the paper, cellulose and fiber-based industry:

Pioneering process and product technology projects, initiatives and solutions are presented at the event. The Expo provides **impetus for ensuring the future viability** of this innovative industry in Germany and Europe.

Its diverse roles underline the importance of the ZELLCHEMING-Expo as:

- Trade fair for the latest developments in the European paper, pulp and fiber industry and its suppliers – at the main production location in the EU
- Platform for the professional exchange of technology users and suppliers across the entire value chain (packaging, paper, board, etc.)
- Bridge between engineering expertise, pilot projects and commercial application
- Stage for paper and pulp-based developments
- Showcase for the optimal use of valuable natural resources.

The German-speaking region is considered a world leader in the paper, cellulose and fiber-based industries: The Expo is thus also highly significant for international visitors and exhibitors.

The modern, contemporary location as well as the use of digital elements in marketing the event and presenting its contents reflect its ambition.

2) What distinguishes the ZELLCHEMING-Expo from other events?

The triad of tradition consciousness, close cooperation with science and technical committees of the ZELLCHEMING association as well as the promotion of young talents in the industry underlines the personal character of the trade fair.

Exhibitors are involved in process and product innovation through best-practice applications and the latest technologies. The lecture program has a broad impact as an amplifier for current approaches towards a sustainable, climate-friendly bio-economy.

3) How long does the ZELLCHEMING-Expo last?

On two days of the trade fair, visitors and exhibitors can follow practice-relevant presentations and obtain targeted information and further training in their individual topic and application area.

4) What are the opening hours?

Wednesday, June 9, 2021, 09:00 - 18:00 hrs

Thursday, June 10, 2021, 09:00 - 17:00 hrs

5) How safe is it to visit the ZELLCHEMING-Expo? (Keyword COVID-19)

The well-being of everyone involved is our top priority and we will work with the RMCC Wiesbaden to develop a [protection and hygiene concept](#) that more than meets the requirements of the authorities to make the ZELLCHEMING-Expo an experience for exhibitors and visitors despite Corona measures.

6) How can visitors get a ticket for the ZELLCHEMING-Expo?

Tickets can be ordered from March 2021.

7) What services are included in the admission ticket?

The admission ticket includes: Admission to the ZELLCHEMING-Expo, participation in the lecture program of the ZELLCHEMING-Forum and the networking event Women4Paper.

8) How can press representatives be accredited for the visit?

Press registration takes place at the ticket registration in the foyer of Hall North. The documents for the trade press can also be handed in there.

9) How can the focus of the lecture program be described?

The lectures presented at the event will take up current approaches of the paper and cellulose fiber-based industry on the way to a climate-friendly bio-economy and give these initiatives further impetus beyond the event.

In addition, pioneering investment projects in this industry will be presented in a befitting setting.

10) Which topics will be the focus of the ZELLCHEMING Expo?

The following topics will be given special priority:

- **Bioeconomy** – circular economy based on renewable raw materials and careful use of resources, opportunities for climate-neutral production of cellulose fiber-based products and materials.
- **Digitalization** – paper industry as leading process industry in this field
- **Maintenance & Service** – as a key topic regarding efficiency, productivity
- **Sustainable packaging solutions** – including securing and expanding the raw material base (keyword: recycled fibers).

11) What special formats are offered to visitors?

Formats include:

- Keynote Speech & Discussion Panel – on current topics.
- Science Flash – young scientists and their research projects
- Best Practice presentations by exhibitors on customer projects
- “Road of Maintenance” – short presentations, live repairs and use cases
- Women4Paper – unique forum for women in the paper and cellulose fiber-based industries
- Meet Your Expert – trade show tour with specialists.

12) Are there formats for specific target groups?

Yes: Special formats include Women4Paper, Science Flash, the "Road of Maintenance" or the ZELLCHEMING-Conference, which will take place for the first time in June 2022.

Women4Paper

Under the motto "Women4Paper - Women in the paper and cellulose fiber-based industry", the continuation of the exchange to expand the women's network will take place. The keynote speech will be given by Aliyya Mattos from the Paperseed Foundation as part of the ZELLCHEMING Forum.

Science Flash

Young scientists will present their research projects as part of the Science Flash.

Road of Maintenance

The Road of Maintenance offers short presentations, live repairs and use cases. Here, suppliers in the field of maintenance & repair offer direct answers to questions from technicians in production.

13) What networking opportunities does the ZELLCHEMING-Expo offer?

The ZELLCHEMING-Expo also offers visitors the right setting outside of the trade fair to talk to business partners, new customers and colleagues and thus expand their professional and personal [network](#).

Popular events include the Get-Together and the ZELLCHEMING Summer Evening. The venues are currently being evaluated, also regarding the feasibility of appropriate protection and hygiene concepts.

14) What information materials are available in connection with the Expo?

Around two weeks before the event, the event guide will be sent out to visitors and interested parties by e-mail and will be available on site during the Expo. Here visitors will find, among other things, a map of the halls and grounds, a list of exhibitors, and information about the ZELLCHEMING Forum.

There is a separate app for visitors to the Expo. In addition to key data on the event, this includes a list of exhibitors, hall and site plans, information on the ZELLCHEMING Forum and how to get there.

Exhibitors can advertise their trade fair presence with a banner in the app. If you are interested, please contact Ms. [Katerina Hodinova](#) at Mesago GmbH.

[ZELLCHEMING-Expo App for Apple \(iOS\)](#)

[ZELLCHEMING-Expo App for Android](#)

15) How do I get the latest information about the ZELLCHEMING-Expo?

Subscribe to our [newsletter](#) and you will always be up to date.

16) How are exhibitors involved in the ZELLCHEMING-Expo?

Exhibitors are involved via best practice applications and latest technologies for process and product innovation. In addition, the achievements of exhibitors who have been involved in groundbreaking as suppliers are recognized in a special program highlight.

The [Exhibitor Advisory Board](#) represents the interests of exhibitors.

17) Why should my company exhibit at ZELLCHEMING-Expo?

Two important roles of the ZELLCHEMING-Expo should be mentioned here, which provide an attractive framework for suppliers who are represented as exhibitors:

- *The* trade fair for the latest developments in the European paper, pulp and fiber industry and its suppliers – at the EU's main production location.
- *The* platform for the professional exchange of technology users and suppliers across the entire value chain.

18) My company is new to the market and the budget is still limited. What opportunities are there to participate?

There is the [Newcomer Pavilion](#) joint stand for companies that have not been represented as main exhibitors in the last three years. New in 2021 is the so-called [Lounge Package](#), a cost-efficient way to cultivate contacts.

19) What materials are available to exhibitors for visitor promotion?

Exhibitors can use the ZELLCHEMING-Expo logo for their visitor promotion. It is available for [download](#) in various file formats.

20) How can exhibiting companies invite their customers for ZELLCHEMING-Expo?

The details are yet to be announced.

21) How do I get to the Expo?

The Rhein-Main-Congress-Center (RMCC) in Wiesbaden is very easy to [reach](#). You can travel by train or S-Bahn to Wiesbaden Hauptbahnhof (main station). From there, it is only a few minutes' walk or cab ride to the venue.

Wiesbaden is in the middle of a dense highway network and is one of the most important traffic hubs in Germany. The exhibition center is well signposted from the various freeway exits. The event location also has an underground parking garage with sufficient parking spaces.

Numerous national and international metropolises fly to the airport in Frankfurt am Main. Directly from the airport there is an S-Bahn connection in the direction of Wiesbaden main station. With normal traffic conditions, it takes about 20 minutes by cab to reach the event location.

22) Where and how can I book a room?

For the ZELLCHEMING-Expo, Wiesbaden Congress & Marketing GmbH offers exhibitors and visitors contingents at special rates in various hotels around the exhibition grounds.

Contact

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Note on third-party services

ZELLCHEMING Service GmbH assumes no liability for hotels or other travel services booked through Wiesbaden Congress & Marketing GmbH.

23) What makes the venue stand out?

The Rhein-Main-Hallen were already the location of the ZELLCHEMING-Expo for many years. After almost 60 years of operation, the Wiesbaden City Council decided in September 2012 to demolish the event halls, which were no longer considered up to date, and to build a new congress and event center, to be called RheinMain CongressCenter (RMCC) Wiesbaden.

The RMCC has been open since April 2018 and, with a capacity for up to 12,500 people on three levels, is the largest congress and event center in the capital of Hesse.

The RheinMain CongressCenter was planned by the architectural firm Ferdinand Heide from Frankfurt am Main. The building design convinced the jury in an architectural competition among other things by its open, transparent, and daylight-flooded design.

In terms of urban planning, the building was integrated into its urban surroundings. The facades, their joining, structuring, and materiality reflect the interior qualities to the outside. With the use of natural stone, wood cladding and metal-glass elements, the new building enters a dialogue with the neighboring museum and the ministry. Circumferential high colonnades correspond with the Kurhaus and the State Theater. The colonnades, the public passageway and the green spaces connect the building with the city. The architecturally sophisticated building forms the new gateway to Wiesbaden's city center in a convincing location.