

Weiterstadt, March 9, 2021

ZELLCHEMING: Virtual Days from June 8 to 10, 2021, Expo postponed to 2022

- **Instead of Expo: ZELLCHEMING invites to online event**
- **Face-to-face trade fair event again next year**

Because of the Corona pandemic, the frame conditions for the ZELLCHEMING Expo originally planned for June 9 and 10, 2021, at the Rhein-Main Congress Center in Wiesbaden, Germany, have been continuously and thoroughly evaluated in the past few months - and now the decision has been made to postpone the event until next year. ZELLCHEMING-Expo 2022 will take place from June 7 to 9.

“This step was very difficult for us, after all, this is already the second time the Expo had to be cancelled. However, it was also important for us to weigh up the risks in a way that considers the interests of all parties involved”, explains Petra Hanke, Managing Director of ZELLCHEMING Service GmbH. “However, the very positive response from exhibitors, who had already made early reservations, and the great interest in participating that became apparent in the industry, showed us quite plainly the great demand to finally exchange ideas again!”



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.



“We want to ensure that the interaction in our industry, which is essential for innovation, does not break down, especially in these for everyone challenging times”, emphasizes Gerrit Lund, Chairman of the ZELLCHEMING Association. “After all, it is part of our self-image that we see ourselves as the platform for professional technical exchange for all those involved in the development of sustainable products. In addition, we want to offer a wide range of opportunities for members to get involved in our industry and maintain personal contacts. We will therefore deliver on this ambition with the ZELLCHEMING Virtual Days 2021!”



Online Event 09-10 June 2021

ZELLCHEMING Virtual Days will kick off on June 8 with the association's annual general meeting, which will be held online. This will be followed on June 9 and 10 by a wide-ranging program of keynote speeches, keynote presentations and panel discussions. The digital event will also invite participants to network and engage in personal exchange via easily accessible formats. In terms of content, in addition to topics such as Industry 4.0 and Maintenance & Service, current innovation approaches of the industry on the way to a climate-friendly bio-economy will be addressed, among other things. Suppliers are involved via best-

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practice applications and technology workshops. The ZELLCHEMING technical committees will also present their work in various sessions.

“Given the prevailing restrictions, the ZELLCHEMING association has already had extensive experience with digital meetings and conferences. Our industry has learned in a short time to open up new ways for itself,” explains Petra Hanke. “We would like to take up this spirit with the ZELLCHEMING Virtual Days and expand it further!”

The ZELLCHEMING Virtual Days are organized with a high-quality standard and the support of experienced service providers. The return to the proven and popular location, the Rhein-Main Congress-Center (RMCC) Wiesbaden, which many were looking forward to, will also take place, at least in a figurative sense: A live studio for speakers and presenters will be set up there.

“We are convinced that we are sending an important signal with our ZELLCHEMING Virtual Days and at the same time building a bridge to the Expo 2022,” Petra Hanke emphasizes.

Further information on the program and registration options will follow shortly.

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