


16th International exhibition and forum
for pulp and paper industry

PAP-FOR
WWW.PAPFOR.COM

NOVEMBER 24-27, 2020
EXPOFORUM, ST. PETERSBURG, RUSSIA



**CONVERTING CONTACTS, IDEAS
AND KNOWLEDGE INTO THE PPI
BUSINESS GROWTH**

Organiser  **Reed Exhibitions**[®] RELX LLC



JOIN PAP-FOR AND GROW YOUR BUSINESS!



ENHANCE your business with the gateway to one of the largest European markets of the pulp and paper industry

GET direct contacts with the key Russian and CIS paper mills

USE the 25-year show's experience in growing export opportunities and sales network for international companies

PRESENT new products, services and technologies to thousands of professionals of the whole PPI spectrum

INCREASE your brand visibility among professional audience driven by the targeted promotional campaign, industry media and associations' support



PAP-FOR

IS THE MAJOR EXHIBITION FOR DEVELOPING PULP AND PAPER, FORESTRY, TISSUE, CONVERTING AND PACKAGING INDUSTRY IN RUSSIA AND EASTERN EUROPE

VISITOR PROFILE*

Pulp and Paper Producers	33%
Equipment suppliers	19%
Industrial services	16%
Governmental bodies and associations	16%
Trading companies	13%
Other	3%

VISITOR PRODUCT INTEREST*

PPI PRODUCTS

Pulp	29%
Paper	27%
Board	25%
Recovered paper	11%
Paper and board packaging	19%
Tissue	12%
Printed products	5%

EQUIPMENT AND TECHNOLOGIES

Equipment for pulp, paper, board and tissue production	30%
Equipment for packaging production	14%
Design, engineering and service maintenance	19%
Water treatment and disposal equipment	11%
Waste treatment and recycling equipment	8%
Laboratory equipment	8%
Energy supply equipment	8%
Woodworking, loading and storage equipment	6%

PAP-FOR FACTS AND FIGURES*:

- **5,403** unique visitors from **50** countries
- **208** exhibitors from **17** countries
- **10,000 SQM** – total exhibition space
- **OVER 60** new exhibitors

N1 MARKET LEVERAGE

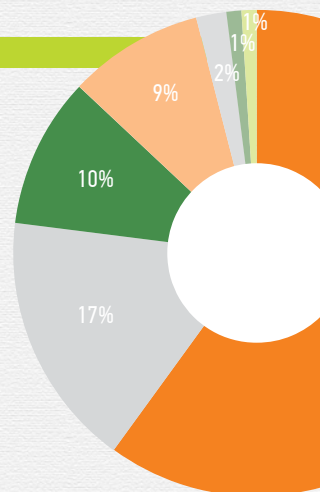
90% of exhibitors established new contacts at the show
OVER 80% of exhibitors and visitors are satisfied with the show results and plan to participate in PAP-FOR 2020

2 OUT OF 3 visitors signed new contracts or set preliminary agreements at the show

85% of visitors state that PAP-FOR is very important for their business

TARGET VISITOR AUDIENCE*:

Producers	60%
Service providers	17%
Distributors	10%
Wholesalers	9%
Government representatives	2%
Media	1%
Retailers	1%



*PAP-FOR 2018 Results

EXHIBITOR PROFILE COVERS THE ENTIRE INDUSTRY SPECTRUM

PULP AND PAPER PRODUCTS:

- Paper, different grades
- Pulp
- Cardboard, corrugated cardboard
- Paper and board packaging
- Tissue paper and products
- Recovered paper
- Wood-based biofuel
- Printed and stationery products

EQUIPMENT AND TECHNOLOGIES:

- Pulp, paper, board and tissue production equipment
- Chemicals
- Water supply, treatment and disposal equipment
- Control and measuring equipment
- Waste treatment and recycling equipment
- Energy supply equipment
- Laboratory equipment
- Engineering systems and tools
- Fire and alarm protection and safety systems
- Trucks and warehouse equipment
- Woodworking equipment

EXHIBITOR TESTIMONIALS

"At PAP-FOR we get valuable information that contributes to the enterprise development, while exhibiting brings a specific economic effect."

Mikhail Konoplev
Head of Marketing, Arkhangelsk PPM

"PAP-FOR is not only the benchmark platform for technical discussions in the Russian pulp and paper industry, it also provides a unique opportunity to gather our customers under one roof and hold maximum number of meetings within the four show days, – and we have coped with this task."

Sergey Malkov
Managing Director, ANDRITZ (Russia)

"PAP-FOR is always interesting for us because of generating new potential leads. It is a significant event which we always look forward to."

Tatiana Sorokina
Fabio Perini

"Our company has participated in PAP-FOR for the first time, and we consider this exhibition to be an excellent business platform. Russia is a new market for us; it was not included in our list of priorities before PAP-FOR. Here we met an exceptionally good customer response, and now we are confident in the great potential of the Russian market."

Manoj Mall
General Director, Paper Solutions, Bhavna Colourants LLP

60%



FORUM PAP-FOR

**ANNUAL B2B PLATFORM
FOR OVER 300 EXPERTS
DISCUSSING MARKET TRENDS,
GETTING NEW CONTACTS
AND IDEAS FOR BUSINESS
DEVELOPMENT.**

16 events within **2** days

340+ industry professionals

60+ speakers from Russia, Belarus, Finland, France, Germany, Italy and the USA

Cross-continental and local markets' opportunities

KEEN ABOUT SELLING TO PROMISING MARKETS?

**DISCOVER THE RUSSIAN PULP
AND PAPER INDUSTRY POTENTIAL:**

- **7** new pulp and paper mills to be built by 2030 with **RUB 580 BILLION** investment*;
- **76%** of market players plan to invest into renewal of production capacities**;
- **71%** of market players plan to invest into entering new markets and increasing effectiveness of production**;
- Import of forestry working equipment grew by **60.7%**.

* According to the State Government Programme of Priority Investment Projects' Support
**Based on the EY and ASPPI survey, 2018





PAP-FOR

WHY REED EXHIBITIONS?

CONTACT US NOW!

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Or get in touch with PAP-FOR representatives in **Austria, China, Finland, Germany, Italy and Turkey** by their contacts at www.papfor.com

Reed Exhibitions is the world's leading event organiser. Over 500 events organised by Reed Exhibitions team are held annually in 43 countries and present 43 industries.

- Biannual survey and analysis of both exhibitor and visitor needs
- Regular research on industry trends
- Implementation of the best ideas and trends of our global team
- Unique visitor communication mix: rich informational and advertising channels, i.e. industry media and associations, etc.
- Target network of professional contacts which is constantly renewed and improved
- Effective, user-friendly and informative web-platforms of our exhibitions
- Constant development and improvement of loyalty programs for our customers
- Smart opportunities for industry cooperation: on-line directories, social media activity, etc.
- Committed, loyal and professional team

THE PAP-FOR VENUE - EXPOFORUM

- Convenient exhibition space
- Effective logistics and infrastructure
- Proximity to major transport arteries: 5 minutes from Pulkovo airport and City Ring Road, 30 minutes from historical centre
- Accommodation in the hotel at the EXPOFORUM territory

