Press release: PAP-FOR 2018 Results  December 13, 2018

25 years of the pulp and paper industry development: PAP-FOR, the major Russian and CIS industry event, was held in St. Petersburg

On November 13–16, 2018 PAP-FOR, the 15th international exhibition and forum for pulp and paper, forestry, tissue, converting and packaging industries, ran in EXPOFORUM, St. Petersburg, Russia.

PAP-FOR that celebrated its 25th anniversary in 2018 confirmed the positive market trends by growth of exposition, record-breaking number of visitors and business programme participants.

The official opening ceremony was attended by Nikolay Valuyev, Deputy Chair, State Duma Committee on Environment; Yury Lakhtikov, Chairman, Bumprom Association; Sergey Malkov, Member of the Board, Association of Pulp and Paper Industry (ASPPi); Antti Lindquist, Director, Puunjalostusinsinöörit ry – Forest Products Engineers (PI, Finland); Anna Dycheva-Smirnova, Managing Director, Reed Exhibitions Russia, and Sergey Voronkov, General Director, EF International.

“PAP-FOR reflects the core pulp and paper industry trends and changes, i.e. careful attitude to environment and production diversification. The industry definitely has a promising future: we see a growing demand for its products in various fields – from fashion industry to energy and construction. PAP-FOR plays a huge role for this market not only in Russia and in the post-Soviet space, but also in Western and Northern Europe: this is the meeting place for all the pulp and paper industry professionals,” – said Anna Dycheva-Smirnova, Managing Director, Reed Exhibitions Russia, the exhibition Organiser.

The PAP-FOR 2018 Results:

- 5,403 unique visitors (+23% vs the PAP-FOR 2016 results);
- 208 exhibitors (+5% vs the PAP-FOR 2016 results);
- 66 first-time exhibitors (+50% vs the PAP-FOR 2016 results);
- 16 Forum events (8 events more than in 2016);
- 341 business programme participants (+70% vs the PAP-FOR 2016 results).

Organiser:

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The strategically important industry event was attended by **5,403 professionals from 54 countries**: top management, chief engineers and technologists, heads of sales and purchase departments, technical specialists of the pulp and paper, board, corrugated board, tissue and packaging enterprises; representatives of trade and printing companies; suppliers of technologies and solutions for the pulp and paper industry; and representatives of other industries. According to the survey of the show audience, over **70%** of visitors influence purchase decisions.

“We are currently producing pulp and going to produce paper. We needed to meet with several potential suppliers that could be involved into our new project, so we came to PAP-FOR to have direct negotiations with them. We are satisfied with the exhibition results: we’ve managed to meet with 10 potential partners just in one day! We expect these contacts to be effective, while the has exhibition fully met our expectations.”

**Ing. Erik Kadlec, Director, BUKOZA INVEST (Slovakia)**

The show visitors could meet with **208 exhibitors from 17 countries**: Austria, Belarus, Brasil, China, Czech Republic, Finland, Germany, India, Italy, Japan, Poland, Slovakia, Spain, Sweden, Switzerland, Ukraine that specialise in production, design and supplies of equipment and solutions for pulp, paper, board, packaging, tissue, as well as water treatment and purification, waste recycling and automation systems; and P&P producers from Russia and Belarus.

**Exhibitors 2018 | Product Catalogue**


“Arkhangelsk PPM has been participating in PAP-FOR since its first edition. The exhibition provides an opportunity to get the “two in one” effect: to combine negotiations at the stand with a discussion on the current industry situation, development and forecasts, and share opinions and experience with colleagues. This year, at Forum, I got new ideas about the strategic prospects for the APPM development, as well as the market view from...
the processors. 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

The leading suppliers of equipment and technologies including: ANDRITZ, BASF, Copasa, David Brown Santasalo, Eloi Hansson, Fabio Perini, Gambini, GL&V, Goebel, Hergen, Kauko, Kemira, KWI, Maflex, Man Diesel & Turbo, Metso, Nalco, Papcel, Pöyry, Siemens, Solenis, STAX Technologies, Sulzer, Valmet, Voith, Xylem, BumTechno, DAKT-Engineering, Lesbummash, Lukoil, Yuman and other companies presented their solutions for the PPI.

“We have been exhibiting at PAP-FOR since its foundation. In 2018, the show was once again successful for us. According to our observations and visitor feedback, our stand was the busiest in the pavilion which indicates a good result. 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. This year we added interactive features to our booth, namely, we brought VR glasses allowing to get around Fibria, one of the largest pulp mills in the world located in Brasil. Visitor interest to this VR tour exceeded all our expectations. We have already summed up the PAP-FOR 2018 results and look forward to the next show that will be held in 2020. ”

Sergey Malkov, Managing Director, ANDRITZ (Russia)

New solutions at PAP-FOR

In 2018, 66 companies exhibited at PAP-FOR for the first time. The enterprises of the Bellesbumprom Group of enterprises had a successful debut at the show: their products – office paper and stationery, base tissue paper, corrugation paper, newsprint and offset paper, corrugated cardboard, corrugated packaging and lumpy containers as well as tissue end products – received extremely high interest from the PAP-FOR visitors.

Newcomers from Germany, India, Spain, Italy, China, Russia and Finland presented their equipment, chemicals and tools for pulp and paper manufacturing, wastewater treatment, energy supply and plants’ automation. New exhibitors

In 2018 PAP-FOR regular exhibitors presented more than 40 market novelties: for example, the company STAX Technologies introduced two new models of packaging machine MAXIMA and ETERNA to visitors; Yuman presented a new dosing system for powders and liquids by WEKO; PCBK Group of Enterprises held a presentation of RCB-resistant cardboards with a special focus; and Svetlogorsk pulp & bord mill announced the upcoming launch of sulphate bleached pulp production line.
The industry demand for new market players and offers was noted both by Russian and international companies:

“We participate in PAP-FOR for the first time in order to get new contacts in the pulp and paper industry and maintain already established relationships. The show surprised us by the activity of the audience, a wide range of companies presented here. An important feature of this market is an interest to new technologies at the level of owners and shareholders: pulp and paper mills are ready to solve problems and are looking for the ways to do it the most effectively.”

Vladimir Serafimov, General Director, 2H Aqua

“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, thanks to the exhibition, we are confident in the great potential of the Russian market.”

Manoj Mall, General Director, Paper Solutions, Bhavna Colourants LLP

“For us, PAP-FOR is an excellent chance to meet directly with decision makers for lubricants’ purchasing for the PPMs, as well as with equipment manufacturers. We highly appreciate the exhibition: indeed we moved relations with some of our counterparties to a new level having met them in perso. Besides we got new contacts and opportunities, and we plan to participate in this exhibition next year.”

Evgeny Satymov, Senior Manager, Industrial Sales, LLK International, a subsidiary of PJSC “Oil Company “LUKOIL”

Photo Gallery

Forum PAP-FOR 2018

On November 12, 2018 PAP-FOR supported the International Scientific and Technical Conference dedicated to the memory of V.A. Chuiko, held at the Higher School of Technology and Energy of St. Petersburg State University of Industrial Technologies and Design.

On November 13–14, 2018 over 340 Russian and international experts, heads of the enterprises of the pulp and paper and timber industry took part in the events of the main Forum programme events.

The large-scale plenary session “Reloading the Russian Pulp and Paper Industry” opened the Forum’s first day called Mill Leadership Summit.
The key session speakers were: Anatoly Steinberg, SFT Group; Antti Lindqvist, Puunjalostusinsinöörit ry – Forest Products Engineers (PI, Finland); Denis Kondratyev, SRO Association Recovered Paper Converters; Yury Lakhtikov, RAO Bumprom; Mark Reznik, Syktyvkar Tissue Group; Ilya Gasparishvili, Pöyry Management Consulting; Natalia Ponomareva, Sustainable Development Department, Eurasian Economic Cooperation Organisation (EECO); Elena Smirnova, Russian Export Center. The plenary session was moderated by Andrey Zauter, Strategy Partners.

The session participants discussed the greening of global economies, new sales markets, required government measures to support the industry, and prospective product solutions based on primary and secondary raw materials.

“The future is inevitable, and we should develop new products. There are five types of products that can be manufactured by the pulp and paper mills in addition to traditional ones: lignin, nanocellulose, cellulose composites, hemicellulose and tall oil,” – Ilya Gasparishvili, Pöyry Management Consulting, said.

The session “Circular Economy in the Pulp and Paper Industry. Raw Materials – Production – Utilisation” that was also held on November 13, 2018 united the experts to discuss sustainable development and increasing of the ecological potential of the Russian pulp and paper industry.

“The pulp and paper industry is a valuable economy driver, and we should manage resources to save them for our children. The circular economy of a closed cycle is being discussed in Russia, and in some areas it is has been already been introduced. The main issue is the habits’ change. Russia has huge resources, and quite often this leads to irrational use,” – that’s how Nikolay Valuyev, Vice-President of the State Duma Committee on Ecology and Environmental Protection, the session moderator, described one of the main session topics.

The event was attended by: Elena Semiletova, Master of Ecology and Environmental Management, First Class State Counselor of the Russian Federation; Natalya Pinyagina, Arkhangelsk PPM; Natalia Malashenko, UPM; Natalia Belyaeva, Delphi, Committee on Ecology, Business Russia, Expert Council under the Government of the Russian Federation; Mikhail Karpachevsky, Russian National Office of the Forest Stewardship Council (FSC); Artyom Lyashenko, Syktyvkar Tissue Group; Kirill Pashchenko, Chairman, City Committee for the Improvement of Public Services of St. Petersburg; Denis Kondratyev, Solnechnogorsk Experimental Mechanical Plant.

The experts discussed recycling, interaction with government agencies in the field of taxation and waste collection, certification of recycled materials, as well as initiatives and industry strategies on the use of pulp and paper waste for the manufacturing of products and power generation.
Vitality of digital technologies and Big Data in building effective strategies for the pulp and paper mills’ development was the key topic of the conference “Marketing 5.0. Digitization of the Pulp and Paper Industry”.

The trends and requirements of investors were announced by: Maxim Novikov, Centre of System Solutions; Markku Tynkkünen, Vision Hunters; Alexander Zenkin, Centre of System Solutions; Andrey Zauter, Strategy Partners, Head of the practice “Fuel and Energy Complex and Resources”; Elena Chernysheva, Sberbank; Tatyana Yakunina, Pöyry Management Consulting; Nelli Galimkhanova, Federal Antimonopoly Service (FAS).

The Forum programme for the first time introduced a series of specialised business seminars:

- The Forum delegates learnt about the pulp and paper export supporting measures from Elena Smirnova, Russian Export Center, and Andrey Dyadyura, SFT Group;
- The seminar “Planning and Scheduling work in the Pulp and Paper Industry” presented by Anton Voronin was dedicated to the maintenance and repair work planning;
- The seminar “Investments and Taxation” organised by Alexander Schelkanov, Saint Petersburg State University of Economy, Coface Russia; Evgeny Walter, WALTER Construction, and Ekaterina Kuznetsova, Ernst & Young, completed the first Forum day’s programme.

On November 14, 2018 four conferences made up a "Technoday" – the Forum’s practical part:

- Virtual PPM: Integrated Automation
- Water Treatment and Disposal at the PPMs
- Best Available Technologies for the PPMs
- Energy Efficiency and Biotechnology.

Experts from Kemira, Fabio Perini, CROC, Konecranes, GENDALF, Consolidated Paper Mills, Russian Mining Chemical Society, Forest Technology Company, Flottweg, EPI Center, MY PROJECT, Clariant Produkte, Suez, XYLEM, Goebel IMS, Hach, Layher, Linde, COTES Engineering, Environmental Industrial Policy Centre, as well as representatives of the National Bioenergy Union, RAO Bumprom and professors of the Higher School of Technology and Energy (HSTE), Northern (Arctic) Federal University, St. Petersburg State Technical University, and many others presented reports at the Technoday’s conferences.
A new event format – workshops – was introduced for the first time by KBR East. The delegates of “Root Cause Failure Analysis” (RCFA) and "Failure Modes and Effects Analysis" (FMEA) workshops gained practical knowledge on improving equipment maintenance and were able to practice them.

Cardboard, Corrugated Board and Packaging: a Special Event for the Sector

On November 14, 2018 the cardboard and packaging sector specialists took part in the conference “Russian Market of Cardboard and Corrugated Cardboard Packaging. Conditions. Trends. Consolidation. Industry 4.0” (supported by NcPack). Experts discussed the industry trends, options to optimise production costs and get new product solutions, as well as the logistics and retail markets’ requirements to the cardboard and corrugated packaging, and extended manufacturer responsibility coming into force in 2019.

The conference speakers were: Yury Alpeev, GOTEK, Expert Council NcPack; Yury Lakhtikov, RAO Bumprom; Petr Bobrovsky, Technical Committee, Rosstandart TC 223; Andrey Guryanov, SRO Association "Recovered Paper Converters"; Daniele Valleti, IMS Technologies and Goebel Schneid und Wickelsysteme; Gala Mansurova, Khukhtamaki CIS; Igor Kistenev, NISSA Centrum. The moderator was Alexander Boyko, the National Confederation of Packers, the Subcommittee on the Development of the Packaging Industry of the Russian Chamber of Commerce and Industry.

The event was attended by representatives of SFT Group, Arkhangelsk PPM, Perm PPM Group of enterprises, Firm "Vesta", Naberezhnye Chelny Board and Paper Mill, Mondi, Consolidated Paper Mills, Taroupakovka and other companies. A focus session on design and requirements for modern packaging, was held in the second part of the conference.

Forum Partners: KBR East and Suez

The Organiser is grateful for the support of PAP-FOR 2018 to: the Ministry of Industry and Trade of the Russian Federation, the Chamber of Commerce and Industry of the Russian Federation, RAO “Bumprom”, Association of Pulp and Paper Industry (ASPPI), SRO Association “Recovered Paper Converters”, NP “National Confederation of Packers", Russian National Office of the Forest Stewardship Council (FSC), World Wildlife Fund (WWF), Puunjalostusinsinöörit ry – Forest Products Engineers (PI, Finland), Italian-Russian Chamber of Commerce, It’s Tissue (Italy), Confindustria (Italy), and other industry structures.

PAP-FOR 2020, the 16th International Exhibition and Forum of pulp and paper, forestry, tissue, converting and packaging industries, will be held on November 24–27, 2020 in EXPOFORUM, St. Petersburg, Russia.
About PAP-FOR

PAP-FOR is the only in Russia and CIS and the largest in Eastern Europe specialised international business platform for the professional dialogue, presentation of solutions and technologies and signing contracts in the pulp and paper, forestry, tissue, converting and packaging industries.

In the capital of the Russia’s North-West, one of the main centres of of the pulp and paper industry, the exhibition and forum brings together more than 7,000 managers and specialists of enterprises to hold a dialogue on key trends, challenges and the industry growth points, as well as launched and planned projects.

For 25 years, PAP-FOR does not only reflect dynamics of the industry development, but also serves as a platform for launching new projects, products and initiatives. Over 80% of active Russian market players are represented at the exhibition, and over 60 new exhibitors demonstrate new solutions at each PAP-FOR.

www.papfor.com

*According to the number of participants, visitors and exhibition space

Organiser

Reed Exhibitions Russia is a branch of the world’s leading events organiser Reed Exhibitions. Each year over 500 exhibitions, organised by branches of Reed Exhibitions in 43 industries, are held in 30 countries and unite more than 7 million participants. More than 3,700 employees in 40 offices are working all over the world. The unique chain of international sales offices provides support to exhibitors in export markets. Reed Exhibitions is part of RELX Group plc - the leading data supplier for professionals in different industries.

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