16th International exhibition and forum for pulp and paper industry

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 market 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

JOIN PAP-FOR AND GROW YOUR BUSINESS!
**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 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)

“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

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
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?

• 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

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.