4 May, 2015

# PRESS RELEASE

**Bioeconomy Innovation Forum supported by World class R&D**

*Bioeconomy Innovation Forum, organized by Adforum and Nordisk Papperstidning & Biobusiness, are pleased to announce that the two leading R& D centers in the forest industry, Innventia and VTT Technical Research Centre of Finland, have joined the event as conference partners. Bioeconomy Innovation Forum will be organized at Stockholmsmässan May 24-26th 2016, in connection to the leading event for the pulp and paper industry, International Pulp & Paper Week.*

Bioeconomy Innovation Forum is designed by the exhibitors and visitors in order to match the needs of the rapidly changing forest industry. The forum will focus on innovations and new products within Nanocellulose, Bioplatsics and Biocomposites, Textile fibres, Biofuels, Carbon fibres from lignin, Consumer packaging, Biochemicals and Constructions. The event will work as co-operation platform between the forest industry and other industries interested in biobased solutions.

– There is an increasing number of companies in various industries having a strong interest in sustainable biobased solutions, says Marcus Bergström, CEO Adforum and continues: taking the whole forest industry and the also the pulp and paper exhibitions into consideration, it is essential that we also invite people from other industries to be part of the event. The forest industry companies should meet their existing and new customers, not only their own employees as has been the case at previous events.

– As forerunners of the forest industry we consider Bioeconomy Innovation Forum as a great platform for discussion about existing and future biobased products, says Birgitta Sundblad, President of Innventia. Innventia and VTT will work as conference partners for the event. Both parties will be part of a conference committee together with the organizers of the event. The committee will select the most interesting and suitable speakers for the different focus areas.

The conference will be organized in direct connection to the event area but in a separate conference room in order to secure the quality of the conference. Company and product presentations will be concentrated to another stage in the exhibition area in order to make a clear difference between the official conference program and direct product presentations.

The new event will be designed in order to highlight networking between different industry groups. In order to optimize the networking, the participants will be presented in networking islands and pod stations. Other features will be matchmaking, social events and company visits.

The previous event held in Stockholm was organized in cooperation with a Swedish organization within the paper and pulp industry and was held in May 2011. The event gathered 650 exhibiting companies from 30 countries in 230 stands, and 9,064 visitors from 56 different countries.

In 2016 the International Pulp & Paper Week and Bioeconomy Innovation will take place at Stockholmsmässan, May 24-26th. The interest for the event has been great and a large number of companies has already signed up for the two different events.

– This is a great opportunity also for the foreign organizations to highlight their competence in a Scandinavian setting, says Kari Larjava, Executive Vice President of VTT Ltd.

For more information on International Pulp & Paper Week and Bioeconomy Innovation Forum, please contact Marcus Bergström, marcus.bergstrom@adforumworld.com , + 358 44 56 24 524

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*About Adforum*

*Founded in 1968, Adforum is the world's leading organizer of exhibitions for the pulp and paper industry. Through the years, the company has organized the world's largest pulp and paper events in Stockholm, Helsinki as well as in in China and India. Adforum is owned by Stockholmsmässan (Stockholm International Fairs) and the Finnish Fair Corporation.*

*About Mentor Communications*

*Founded in 1985, Mentor Communications is the leading media company in Sweden, offering 30 different publications especially for industry and trade, reaching ½ million decision makers on a daily basis. The channels used are magazines and newsletters. Mentor Communications is also an organizer of meetings and events. Mentor Communications is publisher of Nordic Paper Journal / Nordisk Papperstidning, the leading event magazine for the pulp, paper and biobased industries.*

*About Innventia*

*Innventia is a world-leading research institute that works with innovations based on forest raw materials. Besides traditional products such as paper, tissue and board, we also develop completely new processes and products from renewable raw materials. As an innovation partner, we can strengthen all or parts of our customers’ processes, from the initial idea all the way through to a commercial product. We call this approach Boosting business with science.*

*About VTT*

*VTT Technical Research Centre of Finland Ltd is the leading research and technology company in the Nordic countries. VTT is a multi-technological contract research organization and provides expertise for our domestic and international customers and partners, both in private and public sectors. VTT is a world leading RTO in the area of bio-based products and solutions.*