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# PRESSMEDDELANDE

**The next generation events for the global pulp, paper and biobased industries**

*Adforum, the world leading organizer of trade fairs for the pulp and paper industry and Mentor Communications AB, the leading media company in Sweden, are together launching two new events for the pulp, paper and biobased industries: International Pulp & Paper Week and Bioeconomy Innovation Forum. The events will be held at Stockholmsmässan May 24-26th 2016.*

The new events are designed by the exhibitors and the visitors themselves and theyare organized in order to match the needs of the rapidly changing forest industry**.** According to customer surveys done by Adforum, the companies wanted to combine the traditional exhibitions for the pulp and paper industry with a totally new forum focusing on innovations and products for the biobased industries, which has been missing from the market. The Bioeconomy Innovation Forum will focus on Bioenergy, Biorefinery, Nanotechnology, Biopolymers and other products and innovations of tomorrow.   
“The new events will together with the traditional pulp and paper event offer a very strong platform for the entire forest industry”, says Marcus Bergström, CEO Adforum, and continues: “There are a lot of synergies between the different product groups and it is time to integrate these into the existing event”.

The new events will not only focus on traditional exhibitors and visitors from the forest industry.  
“Also other industry sectors will be invited to discuss and learn about the products and opportunities in the biobased industries. To guarantee a true mixture between different industry sectors, the leading media company in Sweden, Mentor Communications, is invited to be the co-organizer of the event. Through its different publications, Mentor is reaching over half a million decision makers within different industries on a monthly basis. According to the surveys done within companies in the forest industry, it is clear that the companies want to meet with professionals from different industry sectors. We can offer a lot of opportunities to make different industry sectors connect”, says Mikael Heinig, CEO of Mentor Communications.

The new events will feature the latest trends and tools in the meeting business, aiming to offer efficient business contacts between the participants. Apart from the exhibition there will be inspiring conferences, matchmaking, social events and company visits.

The last 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.

For more information on International Pulp & Paper Week and Bioeconomy Innovation Forum, please contact Marcus Bergström on [marcus.bergstrom@adforumworld.com](mailto:marcus.bergstrom@adforumworld.com) or telephone + 358 44 56 24 524

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.*