



End of Show Report

Name of Show	CHINA PAPER 2012 SHANGHAI , the 20 th International Exhibition and Conference for the Pulp and Paper Industry in Asia In conjunction with China Specialty Paper 2012
Organized and Managed by	E.J. Krause & Associates, Inc. Adforum AB
China Pavilion Organized by	China National Pulp & Paper Research Institute
Technical Conference Co-organized by	Paper Engineers' Association (PI) China Technical Association of Paper Industry
Venue Organization	INTEX Shanghai Co., Ltd.
Supporting Organizations	China National Council of Light Industry China Technical Association of the Paper Industry Printing and Printing Equipment Industry Association of China China National Council of Packaging Industry China National Light Industrial Products Import/Export Corporation Specialty Paper Committee Shanghai Packaging Technology Association Shanghai Technical Association of Paper Industry Zhejiang Technical Association of Paper Industry Jiangsu Technical Association of Paper Industry Fujian Technical Association of Paper Industry Shandong Technical Association of Paper Industry Henan Technical Association of Paper Industry Shanghai Paper Trade Association China Light Industry Group Household Paper Technology Center
Type of Show	The largest and most prestigious pulp/paper technologies and equipment exhibition for China
Dates of Show	September 10 – 12, 2012
Venue of Show	INTEX SHANGHAI, Shanghai, China
Size of Show	About 12,000 square meters exhibit space (gross)
Frequency of Show	Annual, altering between Beijing (odd years) and Shanghai (even years). 2012 is the 20 th edition



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Attendance

7,385 highly qualified attendees and buyers from across China and other 52 countries and regions including USA, Canada, Australia, Ghana, South Africa, Egypt, Ethiopia, Brazil, Peru, Mexico, Argentina, Paraguay, Finland, Russia, Sweden, Turkey, Germany, United Kingdom, Ukraine, France, Albania, Switzerland, Poland, Spain, Belgium, Belarus, Italy, Austria, Norway, Japan, Korea, Indonesia, Thailand, India, Iran, Singapore, Philippines, Pakistan, Malaysia, Sri Lanka, Uzbekistan, United Arab, Emirates, Vietnam, Maldives, Azerbaijan, Saudi Arabia, Yemen, Lebanon, Bangladesh, Taiwan Region and Hong Kong SAR.

Sept 10	Sept 11	Sept 12	Total
3133	2772	1480	7385

Show organizers have made special efforts to invite the heads of international pulp & paper associations and CEOs from the large corporations in paper industry to attend the opening ceremony and to visit the exhibition. It certainly aroused the interest and stimulated the interaction to enhance the high level participation of the event.

Number of Exhibiting Companies

380 reputable international paper-related corporations from 21 countries and regions to participate, including Italy, Sweden, Finland, Germany, Spain, Switzerland, Korea, France, US, Japan, UK, South Africa, Austria, Indonesia, Singapore, The Netherlands, Poland, Brazil, Malaysia, India and Taiwan. Finland and Sweden organized pavilions this year.

Con-currently run activities during CHINA PAPER 2012 SHANGHAI

2012 China Paper Technical Conference	Sept 11, 2012
Seminars of China Paper Shanghai	Sept 10~ Sept 11, 2012
Paper Mill Visits, Nine Dragon and APP	Sep. 12, 2012

General Comments: China Paper 2012 Shanghai was attended by a number of high level officials from the government, head of China and overseas Pulp & Paper Associations as well as senior executives from leading paper corporations. The number of visitors is up 11% from 2011. The show was completed with the very informative technical conference co-organized by Paper Engineers Association and China Technical Association of Paper Industry, as well as the two popular paper mill visits to Nine Dragon and APP.



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List of VIPs attending the opening ceremony.

Name	Company/Title
Mr. Marcus Bergstrom	Adforum AB CEO
Mr. Chen Ersheng	Sino-Light Corporation Chairman
Mr. Chen Xuezhong	China Technical Association of Paper Industry Director
Mdm. Cao Pufang	China Paper Industry Association Deputy Director
Mr. Cao Zhenlei	Sino-Light Corporation Vice President
Mr. Cao Chunyu	China National Pulp & Paper Research Institute President
Mr. Jiang Haibin	Shanghai Technical Association of Paper Industry Secretary - General
Mr. Zhang Zhiping	Shanghai Paper Trade Association Secretary General
Mr. Zhang Hui	Jiangsu Technical Association of Paper Industry Director
Mr. Hu Kaitang	Zhejiang Technical Association of Paper Industry Director
Mr. Zhang Jinsheng	Shandong Technical Association of Paper Industry Vice Director
Mr. Wang Junxu	Shandong Light Industrial Machinery Association Vice Director
Mr. Niu Qingmin	Jiangsu Paper Industrial Association President
Mr. Zheng Mengqiao	Zhejiang Paper Industrial Association Deputy Secretary General
Mr. Qiao Xiansheng	Henan Paper Industrial Association Secretary General
Mdm. Pirkko Molquentin-Matilainen	Paper Engineers' Association President
Mdm. Grace Mak	E. J. Krause & Associates, Inc. General Manager of Asia - Pacific

Dates of Next Show **China Paper / China Forest 2013**

September 2 – 4, 2013

Venue of Next Show **China International Exhibition Center (CIEC), Beijing**

Official website **www.chinapaperexpo.cn**