



Be inspired at this year's most important industry event

Welcome to Helsinki and PulPaper, 3-5 June, 2014



www.pulpaperevent.com



PulPaper 2014 – an extraordinary event

The 2014 edition of PulPaper, one of the world's premier and most influential pulp and paper events, coincides with the 100th anniversary of PI, the Paper Engineers' Association. For this special occasion, the global industry will once again gather in Helsinki to celebrate, network, be inspired and do business.

With four years since the last Pulpaper event, the preparations and content of this year's event beats all prior editions. Take the opportunity to experience this unique gathering of the global industry at PulPaper 2014.



To save time upon your arrival at the venue, pre-register and print your badge in advance by using the link on our website, www.pulpaperevent.com. On this website, you will also find updated floor plan, exhibitor list and everything else concerning PulPaper 2014.

Visitor Information

Date: 3-5 June, 2014

Opening Hours: Tue-Wed 9-17, Thu 9-16

Venue: Messukeskus, Expo and Convention Centre Helsinki

Organiser: Adforum, AEL and Paper Engineer's Association (PI)

Getting to the Venue:

- **Bus transportation** from Helsinki-Vantaa Airport to the main Railway Station, average travel time is 30 min. Change to commuter train to Pasila Railway Station.
- **Taxi** between the airport and Messukeskus, average travel time is 20 min. Most major credit cards are accepted.
- Helsinki has an excellent **public transportation** network of buses, trams and underground subways. Messukeskus can be reached by public transport from all the major hotels.
- **By Car** / GPS Coordinates: Latitude, 60.202565, Longitude, 24.935832

Accommodation

We recommend The Holiday Inn Helsinki Exhibition & Convention Centre, www.holidayinn.com/hihelsinki. To book accommodation elsewhere, please contact Helsinki Tourist Information, www.visithelsinki.fi or directly contact www.sokoshotels.fi or www.scandichotels.com.

Contact Information

Exhibition Organiser: **Adforum AB**, info@adforumworld.com, www.adforumworld.com

Conference Organiser: **AEL**, maria.boholm@ael.fi, www.ael.fi

Gala Evening Organiser: **Paper Engineer's Association**, susanna.lahdesmaki@papereng.fi, www.papereng.fi

Register for free entrance to the exhibition at

www.pulpaperevent.com

The Paper Square

Meet with the great pulp, paper and board producing companies of **SAPPI, UPM, Metsä Group** and **Stora Enso!** The Paper Square is a large stage and exhibition area in the middle of the exhibition hall, from where the top management of the four companies will take to the stage to update participants of the PulPaper event on trends and news in the industry and give their view and input on the industry's future and development.



PulPaper After Work

Taking place in the exhibition hall at Messukeskus on **Tuesday, 3 June**, at **16:30-19:00**, the **PulPaper After Work** will be concentrated to the Paper Square Area, the restaurant Olut & Würsti but also to several exhibitor stands. The After Work session will provide a relaxed atmosphere giving all participants of the PulPaper event the opportunity to network, mingle and enjoy good food, drink and live music. Entrance is free of charge for all. Exhibitors can order food tickets and invite customers or food tickets and drinks can be bought onsite for EUR 20.

Company and Product Presentations

Do not miss out on the opportunity to hear exhibiting companies present their latest research results, new products and technical/market innovations relating to the global pulp and paper industry. On popular demand, **Company and Product Presentations** will be arranged in the exhibition hall at PulPaper 2014.

PulPaper 2014 Conferences

Once again, the quality technical conference, arranged by PI and AEL, will inspire hundreds of delegates during PulPaper 2014. A number of internationally renowned speakers will be covering the most current topics under the main theme - **Biofuture for Mankind**. Running parallel is the **International Mechanical Pulping Conference (IMPC)**.

Visit www.pulpaperevent.com to see the full conference programme.

PI 100th Anniversary Gala Evening

To celebrate the 100th anniversary of PI in style a spectacular **Gala Evening** will be held in the evening of June 4, 2014, giving participants of PulPaper 2014 the chance to mingle, network, enjoy good food and drink and unforgettable entertainment in the beautiful surroundings of the brand new **Helsinki Music Centre**.

Visit the beautiful city of Helsinki



Photo: Niklas Sjöblom

Helsinki is a modern and cosmopolitan city, offering a wide range of experiences throughout the year in the form of over 3000 events, a majestic maritime setting, classic and contemporary Finnish design, a vibrant food culture and much more.

Helsinki's award-winning international airport offers some of the fastest and most convenient routes between Asia and Europe, making Helsinki one of the region's most important business hubs.

The city is built to support business through its effective infrastructure (transportation, telecommunications, utilities, office space, public sector services), which are stable, transparent and competitively priced. International companies highly appreciate Helsinki's prime location, ease of doing business, culture of fresh thinking and real quality of life. Furthermore, Helsinki is not only a great home for business, it is a wonderful city for people to work, live and visit.

**Conference and Gala Evening registration at
www.pulpaperevent.com -> Conference & Activity registration.**