

Invitation to exhibit at

# China Paper 2012

The 20<sup>th</sup> International Exhibition and Conference  
for the Pulp and Paper Industry in Asia



**September 10–12, 2012**  
INTEX Shanghai, Shanghai, China



[www.chinapaperexpo.cn](http://www.chinapaperexpo.cn)



## Welcome to exhibit at the **premier event** for the Asian pulp and paper industry

**China Paper features the newest equipment, technologies and services related to all of Asia's paper industries. Some 400 exhibiting companies and almost 7,000 visitors from China and 50 other countries will once again be gathered in Shanghai 2012.**

### **The Market**

China is today the largest paper producing country in the world. Official statistics from 2010 show that there were more than 3,700 paper makers in China generating 92.7 million tons of paper and paper board products, up 7.29% from 84.6 million tons in 2009. The consumption of paper and paper board products was 91.73 million tons in 2010, up 7.05% from 85.69 million tons in 2009.

In order to meet increasing demand and to run operations effectively, Chinese paper mills are in great need of the latest

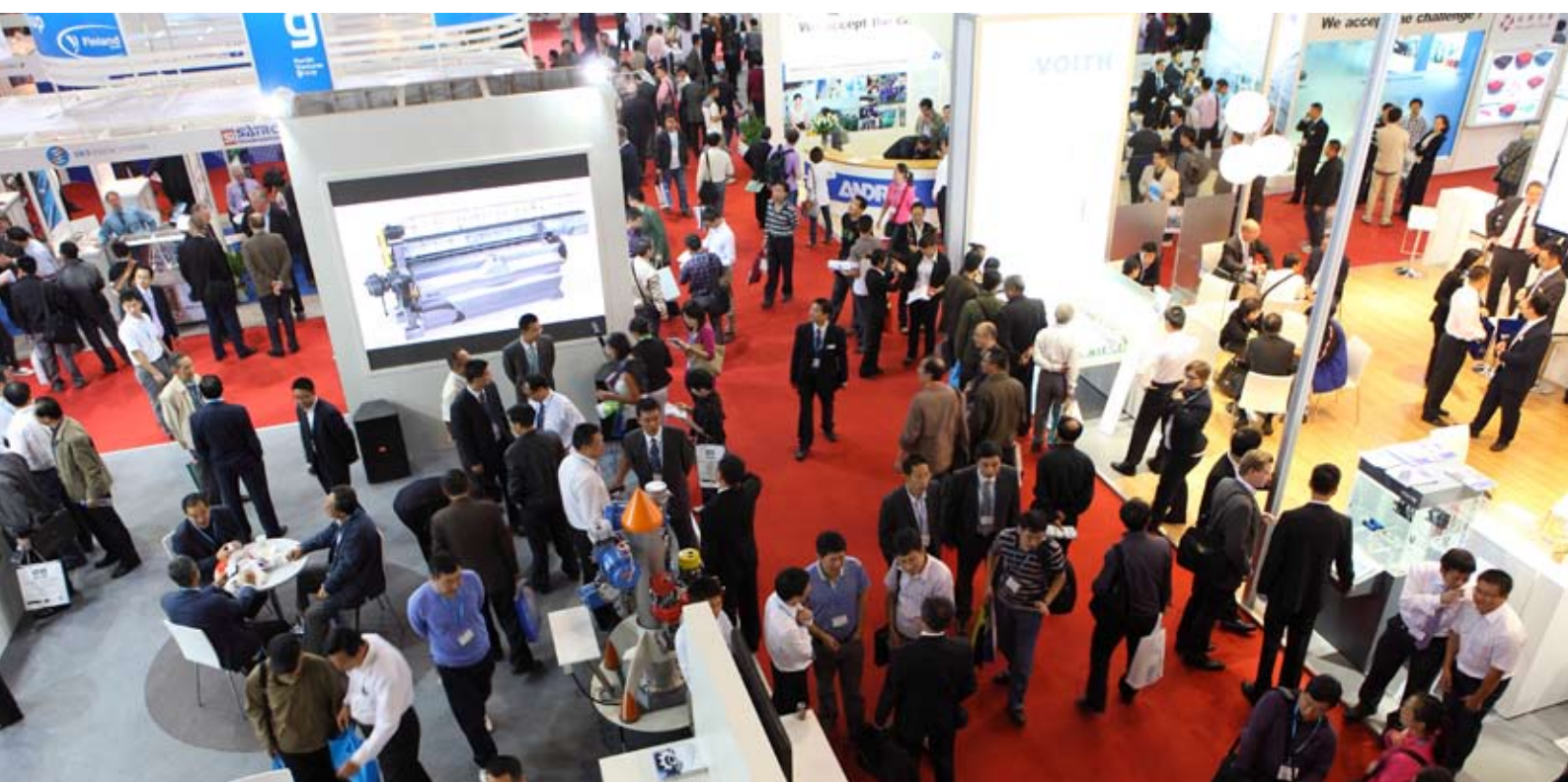
products, services and technology that you as a supplier have to offer.

### **The Exhibition**

Taking place annually, China Paper is the No. 1 pulp and paper event for the Chinese and Asian markets. The show alternates between Beijing and Shanghai and in 2012 China Paper will celebrate its 20th edition. Exhibitors from the Americas, Europe and Asia are represented as well as numerous domestic Chinese exhibitors.

### **The Visitors**

You will meet top level decision makers and buyers from China's paper mills who have the budgets to make large-scale investments. According to the Visitor Survey of China Paper 2011 in Beijing, 72% of the visitors are decision makers and company



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**The China Paper show in Shanghai has been and will be an important and strategic trade show for our company, in order to maintain and expand our business in China and the rest of Asia.**

Marcus Pfeifle, CEO, CTP GmbH, Germany

managers. 60% of the visitors state that the reason for visiting the exhibition is to look for new suppliers, place orders and consolidate contracts. The number of visitors at China Paper 2011 in Beijing exceeded 6,600.

### The Conference

A key feature of the China Paper event is the renowned Technical Conference, co-organised by CTAPI (China Technical Associ-

ation of Paper Industry) and PI (Paper Engineers' Association).

This one day conference will be held on the second day of the exhibition, Tuesday, September 11. There will also be a number of more business oriented seminars running in conjunction with the exhibition.

### China Specialty Paper Pavilion

The specialty paper industry in China has been growing rapidly in recent years and is continuously upgrading quality by enhancing the level of raw material, equipment, and techniques through import and innovation.

At China Paper 2011 in Beijing the Specialty Paper Pavilion was presented on a total of 400 sqm of new products, equipment and services, and was visited by a large number of highly qualified paper professionals.



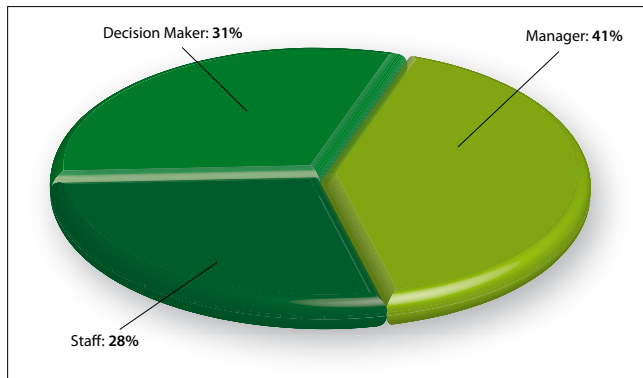
## The Visitors

### Who will be attending?

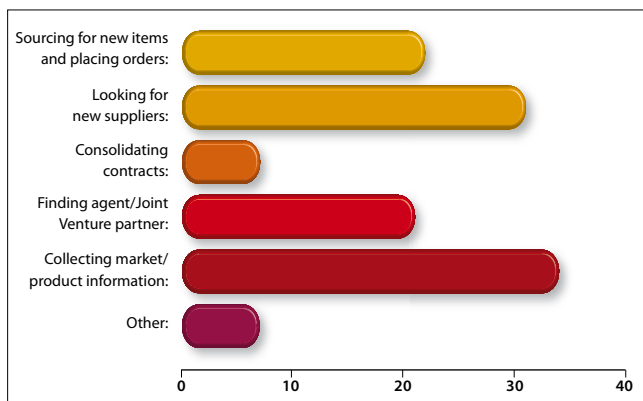
- Paper mills and related companies
- Paper wholesalers and distributors
- Paper merchants and importers
- Newspaper publishers
- Large-scale printers
- Designers
- Specifiers
- Specialty paper users of various industries
- Managers, chief engineers and technical personnel of specialty paper and pulp mills
- Specialty paper machinery & supply distributors and agents

### Attendees at China Paper 2011 Beijing

**Graph 1:** Attendee position within the company



**Graph 2:** Attendee intention when visiting the show



## The Exhibitors

### Product areas on display

#### Paper Making Section

- Bleaching
- Chemicals
- Coating
- Construction
- Data Processing
- Engineering
- Finishing
- Maintenance and Components
- Paper Machines
- Process Controls
- Pulping
- Quality Control
- Safety
- Stock Preparation
- Testing
- Woodyard

#### Paper Product Processing Machinery

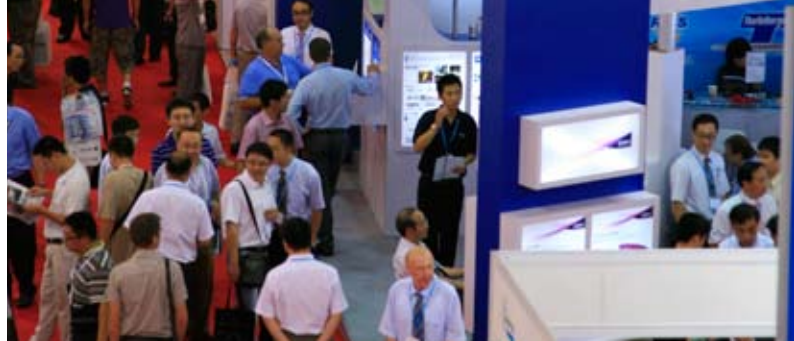
- Pulp Molding
- Paper Folding
- Cutting
- Winding
- Paper Slitting and Rewinding
- Laminating
- Embossing

#### Environment and Paper Recycling

- Recycling Equipment
- Energy Saving
- Waste Water Treatment
- Testing Instrument

#### Speciality Paper

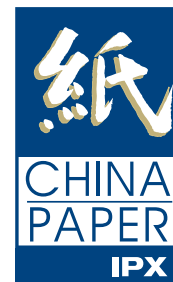
- Fiber Materials
- Equipment
- Chemicals
- Household Paper
- Printing Paper
- Producer
- Special Paper Products
- Tissue



## Registration Form

# China Paper 2012, September 10–12, 2012 INTEX Shanghai, China

The 20th International Exhibition and Conference  
for the Pulp and Paper Industry in Asia



Please use block letters. Take a copy for your own use.

VAT number	
Name of company – Contracting party	
Postal address and zip code	
Country	
Contact person	
Telephone, direct	Telephone, switchboard
Fax	Website
Email, contact person	
<p>We hereby apply for:</p> <p><input type="checkbox"/> <b>Option 1:</b>..... sqm of: Package Space/Complete Shell Stand, minimum 9 sqm. USD 490 per sqm The package includes: exhibit space, walls, 1 information counter, 2 chairs, 1 waste basket, 2 spotlights, carpeted floor, 1 electrical outlet, sign panel in Chinese and English.</p> <p><input type="checkbox"/> <b>Option 2:</b>..... sqm of: Raw Exhibit Space, minimum 15 sqm. USD 410 per sqm</p>	
<p>Send Registration Form to:</p> <p>Adforum AB, SE-125 80 Stockholm, Sweden. Tel + 46 8 749 97 31. Fax +46 8 749 91 64. Email info@adforumworld.com</p> <p>E.J. Krause &amp; Associates, Inc. – Beijing Office, Room 2005, Capital Mansion, 6 Xinyuan Nan Road, Chaoyang District, Beijing 100004, P.R. China. Tel (+86-10) 8451 1832. Fax (+86-10) 8451 1829. Email phoebe@ejkbeijing.com or peter@ejkbeijing.com</p>	
<p>Based on this registration, a contract will be issued and signed by both parties. Terms and Conditions included in the contract.</p>	
Date	
Company name	
Name of contact person	
Signature	

## China Paper is supported by

- China National Council of Light Industry
- China Technical Association of Paper Industry
- Printing and Printing Equipment Industry Association of China
- China National Council of Packaging Industry
- China National Light Industrial Products Import/Export Corporation
- Paper Industry Productivity Promotion Center 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
- Sinolight Corporation Household Paper Technology Center

## General information

**Dates:** September 10–12, 2012

**Venue:** INTEX Shanghai, Shanghai, China

- **Package Space/Complete Shell Stand, minimum 9 sqm**  
USD 490 per sqm  
*The package includes: exhibit space, walls, 1 information counter, 2 chairs, 1 waste basket, 2 spotlights, carpeted floor, 1 electrical outlet, sign panel in Chinese and English.*
- **Raw Exhibit Space, minimum 15 sqm**  
USD 410 per sqm

## For more information and booking, please contact:

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