

## SPCI maintains its position as the world's leading pulp and paper event

SPCI 2011, held in Stockholm, Sweden, May 17-19, gathered 650 exhibiting companies from 30 countries in 230 stands, and 9,064 visitors from 56 different countries. The new concept of bringing the conference down to the exhibition floor on three activity squares was well received by both visitors and exhibitors.

- We are very pleased with the overall outcome of this year's SPCI, concludes Patrik Löwstedt, Exhibition Manager. The exhibition really looked good, and exhibitors had put a lot of effort into the design of their stands. Most exhibitors seem happy with their results at the show.

Some 160 speakers were part of the impressive conference agenda, put together by the Swedish Association of Pulp and Paper Engineers (SPCI).

- Integrating the conference with the exhibition was a good move, says Patrik Löwstedt. We are thrilled with the design of the three squares and the whole exhibition floor was bustling with activity.

Also new for this year's event was the fact that some of the major international pulp and paper producing companies such as Stora Enso and SCA successfully took part as exhibitors.

The evening events proved to be very popular. The formal reception on the opening night of SPCI, hosted by the City of Stockholm and held at the City Hall attracted almost 400 guests including the many international delegations from e.g. China, France, Canada and Russia. The more casual party at Restaurant Josefina's on Wednesday night was attended by nearly 1000 people.

The dates of the 16<sup>th</sup> edition of SPCI have not yet been finalised.

Photos from the event can be downloaded from [www.spcievent.com](http://www.spcievent.com). Go to Press Info / Image Gallery.

**For more information, please contact:**

Patrik Löwstedt, Exhibition Manager, +46 8 749 4361, [patrik.lowstedt@adforumworld.com](mailto:patrik.lowstedt@adforumworld.com)

Anna Weilemar, Communications Manager, +46 8 749 9736, [anna.weilemar@adforumworld.com](mailto:anna.weilemar@adforumworld.com)