

Press Release

Brussels, 10 September 2015

European Paper Week 2015 registration is open Paper Industry 4.0

The Confederation of European Paper Industries (CEPI) has opened the registration for European Paper Week 2015, taking place on 17-19 November in Brussels. This year's 17th edition promises an even wider range of topics, incorporating new features such as a session on the European pulp and paper market outlook by RISI Economists. The overriding theme is Paper Industry 4.0.

CEPI is honoured to have renowned economist Jeremy Rifkin as the event's keynote speaker, prolonging a tradition of exceptional guest speakers. Mr. Rifkin is president of the Foundation on Economic Trends and the author of 20 books about the impact of scientific and technological changes on the economy, the workforce, society, and the environment.

Industry 4.0 has monopolised the headlines of events and articles alike this year. Shedding some light on this relatively elusive concept, CEPI, in collaboration with StepChange Consulting (also the event's platinum sponsor) and SITRA (the Finnish Innovation Fund) will publish a report covering existing Industry 4.0 examples in the pulp and paper industry. This publication is prepared on the basis of an [industry-wide survey](#) as well as one-to-one interviews with prominent industry leaders.

As is the case every year, European Paper Week will bring participants the most up-to-date, essential information from the highest levels of Brussels policymaking. Commission representatives will explain what shape Industry 4.0 is currently taking in the EU Institutions' work, while info sessions on EU policies such as the Emissions Trading System and the Circular Economy will provide an insight to the EU's future plans for our industry.

US 'How Life Unfolds' campaign programme director Mary Anne Hansan is also invited for the first time to Europe. She will talk about this industry-driven multi-million dollar campaign to help create consumer appreciation for our industry's products. This illustrated example will put the difficult topic of the public's perception of paper products on the table, sparking a debate on whether or not the European industry should follow the footsteps of its American counterparts.

Participants will have the privilege of seeing the industry's most innovative products at an exciting exhibition. These will have been chosen to feature in CEPI's new "20 most innovative products" publication, also launched at the event. Finally, this year's European Paper Week will attest the Two Team Project's legacy. The winning concept - Deep Eutectic Solvents - consortium will share the latest research on the project that has the potential to revolutionise the future of pulpmaking.

To register, go to www.cepi.org/epw. The early bird fee ends on 30 September. If you have any questions, please contact Annie Xystouris at a.xystouris@cepi.org mobile: +32(0)486 24 36 42.

Note to the Editor

European Paper Week is one of the most important and respected highlights of the pulp and paper industry calendar. It brings together key players and representatives from across industry, related sectors and the European institutions, providing an annual platform for high-level debate on the issues that really matter to the paper industry. Its success has been reflected in its growing attendance. This year the event takes place in the Thon Hotel EU in the centre of Brussels, Belgium.

Twitter: @EUPaperWeek #epw15

Website: www.cepi.org/epw