



**PapAsia**  
Trade Fair & Conference  
on Pulp, Paper & Conversion  
[www.papasiaexpo.com](http://www.papasiaexpo.com)



Valluvarkottam, Chennai, India

## First Edition of Trade Fair & Conference on Pulp & Paper Industry



**PapAsia**  
International  
Trade Fair & Conference

**Chennai Trade Center,  
Chennai, Tamilnadu,  
India.**

Exclusive display of Latest Technology, Equipments,  
Inputs & Services

Redefining Opportunities in

**Pulp**

**Paper**

**Conversion**

### From the Desk of Mr. V K Bansal

We are through with the first edition of PapAsia 2009. I perceive, the event was a remarkable feat on the part of Nexgen Exhibitions Pvt Limited as we made a maiden attempt to organize a Paper industry event in South India. Being first and only opportunity, the event attracted all enthusiasm from the Paper industry fraternity, to explore what the event offered. And on the onset of my message, I would say that the record visitor's turnout to the exposition clearly confirmed and assured PapAsia as a true regional meeting place and India's one of potential show on Pulp, Paper & Converting. The next few pages of the report would substantiate the same.

While conceptualizing PapAsia way back, the fundamental thought was to create an exclusive platform to show case technology and products as well as to exchange knowledge, based on thoughts and experience on the industry. Additionally the other basic motive was to congregate the Paper industry. And I believe, the objective led the event to be a well framed success story, led by the support of exhibitors and visitors. This is as because number of trade deals were executed at the expo venue and the event was able to make it's all round impact on all those are part of the industry directly or indirectly on the commercial front. While on the knowledge exchange front, the two day parallel conference on value addition in Paper was a total knowledge sharing accomplishment, as eminent speakers from the country shared their expertise on assorted topics, influencing profitability of sugar complexes, as 80 delegates went on attend the event. All making the event exceed it's expectations.

Stimulated by the success of 2009, we look to organize a much bigger show in 2010.

Thanking you once again and looking forward your patronage in the next edition of PapAsia, to be held in 9-11 December 2010, Chennai, Tamil Nadu, India.

## inauguration

PapAsia 2009 had a grandeur opening with inauguration by Mr. S. P. Maurya, Director, Ministry of Commerce & Industry, Government of India.

Hon'ble Chief Guest was given a warm welcome on his arrival. (pic)

Inauguration of exhibition hall has taken place by ribbon cutting by Hon'ble Chief Guest.

Hon'ble Minister as well as other dignitaries present lighted the ceremonial lamp to mark of beginning of PapAsia 2009.

Dr.M.C.Bansal, Co-ordinator of PapAsia Conference and secretary IAPSIT welcomed all guest and delegates.

Mr. S.R.Rabinder President South India Kraft Paper Manufacturers Association and Chairman & Managing Director Sennar Paper & Board Limited delivered keynote address .Mr. Rabinder also welcomed the move of Nexgen Exhibitions and also appreciated efforts made by Nexgen Exhibitions Pvt Ltd for organizing such an event.

In the inaugural address Chief Guest Mr.S.P.Maurya highlighted numerous initiatives taken by Government on Pulp and Paper Sector of India and emphasis on more focus value addition products of Paper Industry. He further said the industry could anticipate ground breaking progress in the near future on companies being allowed to develop pulp wood plantation.

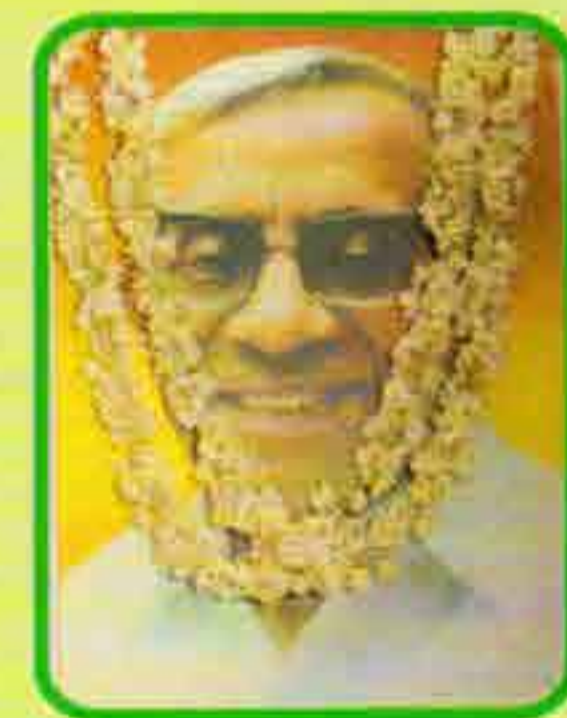
PapAsia Expo Directory was also released by Hon'ble Chief Guest and other dignitaries present on dias.



Mr.V K Bansal, Director Nexgen Exhibitions Pvt Ltd extended a vote of Thanks and express his gratitude to all guest, exhibitors, visitors, speakers, delegates, media and all those who have been a part of PapAsia 2009.

Mr S.P Maurya along with other dignitaries took a tour of all stalls and showed their keen interest in learning the technology and products displayed over there.

## first late Shri S Viswanathan memorial lecture on *indian paper industry – miles to go*



The rapid growth and success of contemporary Indian Paper industry without mentioning the name Late Shri. S.Vishwanathan would be incomplete. Late Shri S Viswanathan, affectionately referred to as SV by everybody was a renowned industrialist.SV was pioneered the introduction of bagasse based paper production in India. While SV the mortal is no more, his lofty ideals will continue to guide the Indian Paper Industry in all its endeavors.

PapAsia feels proud to institute a lecture after the name of SV and Mr. K. S. Kasi Viswanathan, Deputy Managing Director Seshasayee Paper Board Ltd, was kind enough to accept PapAsia invitation to deliver First SV Memorial Lecture.



In his lecture Mr K.S.Kasi Vishwanathan unveiled various aspect of Indian Paper Industry.During his lecture he raised various issued concerning Indian Paper Industry such as Availability of Fibrous raw Material,Tremendous pressure on Environmental performance of Paper Industry and Escalating costs – fuel, chemicals, manpower, etc.

## exhibition

PapAsia 2009 expo, a maiden venture of Nexgen Exhibitions Pvt Limited turned out to be a complete Paper industry exposition in itself, as the event happened to be first of its kind in the South Region, that showcased complete range of equipments based on cutting edge technology for the Paper industry. This coupled with being an exclusive platform for sharing thoughts and experience through a parallel conference on the Paper industry, highlighting Waste Minimisation, better utilisation of resources and other value addition opportunities in the Paper sector. The event had its due significance with 32 exhibitors from every part of India, show displayed their competitive products for Paper and energy productions as well as products for minimization of environmental risks.

Serious business deliberations took place at the expo and number of business deals have entered into during the three days of the event.



## conference added value



While the exhibition, with range of products displayed added due importance to the event as a learning platform for new products and technology surrounding the same. However, larger value to the exposition was provided by the concurrent 'PapAsia' conference, which strived in making the event a complete knowledge sharing platform. 85 delegates attending the parallel conference, with eminent speakers sharing their expertise on various live topics on profitability of Paper Industry.



Importance of the conference was all based on its theme 'value addition in Paper' with experts from the industry, consulting organizations, research institute, government and non government organizations shared their experience and knowledge along with deliberating various issues with a broader idea of formulating an action plan for the Paper industry. Experts from the industry delivered lectures on topics comprising: 'Recycling of bleach plant Effluent in Paper Industry', 'Cogeneration and CDM vis-à-vis carbon credit opportunities,' and 'Opportunity in power trading for Paper Industry'.

Systematic approach to better environmental performance at Andhra Pradesh Paper Mills" and Waste Minimization And Utilization Initiatives" At ITC Ltd, PSPD Unit Bhadrachalam were the two live stories on success of various initiatives also discussed during the conference.

The conference was co-ordinated by Dr. M. C. Bansal, Professor and Chairman DRC, Institute of Paper Technology, IIT Roorkee.

## visitors across the value chain

A colossal 2500 trade visitors attended the event, from cross sections of the Paper industry both from home and abroad. The visitors profile consisted, Paper mill owners , senior management of the Paper industry, research organizations, suppliers , vendors and SME's. Few prospective entrepreneur of Paper sector drawn attention of all exhibitors.



While the exhibition happened to be complete in itself. Making it well accomplished were the captains of the Paper industry, who graced the event by taking in opportunity about the new products and technologies, for the Paper industry, as they went across the display stalls.

The star studded visitors included, , Mr. S. R. Rabinder, CMD Sennar Paper & Board Ltd, , K. S. Kasi Viswanathan, Deputy Managing Director, Seshasayee Paper Board Ltd, among others.



## promotion aided by publicity



PapAsia2009 was recognized as a successful complete rostrum of a knowledge exchange platform. To make the event get its due recognition was a well integrated publicity and promotional campaign carried across the country and abroad by Nexgen Exhibitions among the targeted visitors and exhibitors . Publicity was carried out prominently, through the print media with advertisements in The National Edition of The Economic Times, press meets and dissemination of press releases in almost all national and vernacular dailies.

Regular listing of the event was carried through leading B2B portals as well. This comprising, India mart.com, tradeindia.com, trade4india.com, indobase.com, asiafoodjournal.com, expoconference.com among other, all making the event a stunning success.



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