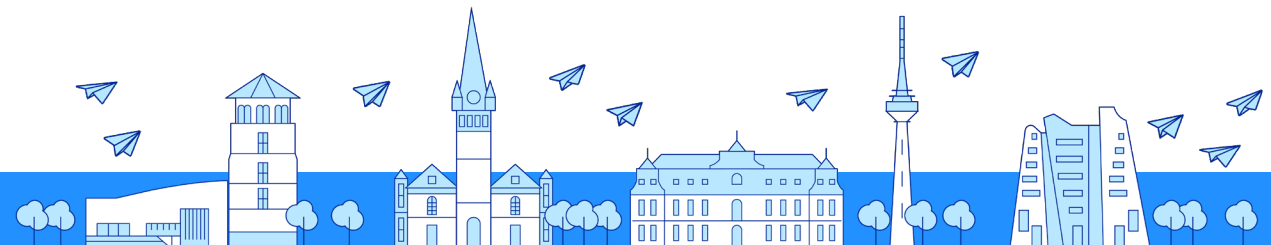


Tissue World

Düsseldorf

8–10 April 2025

Welcome! Starting soon...



Summary

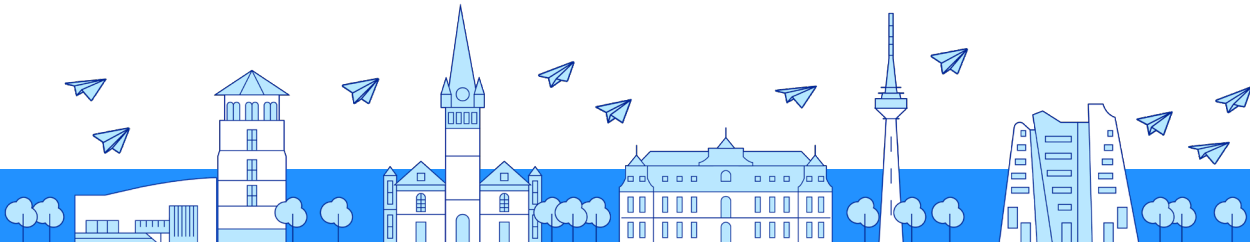
Gerry Dunphy, Event Director



Important Event Updates

What's going on in Dusseldorf?

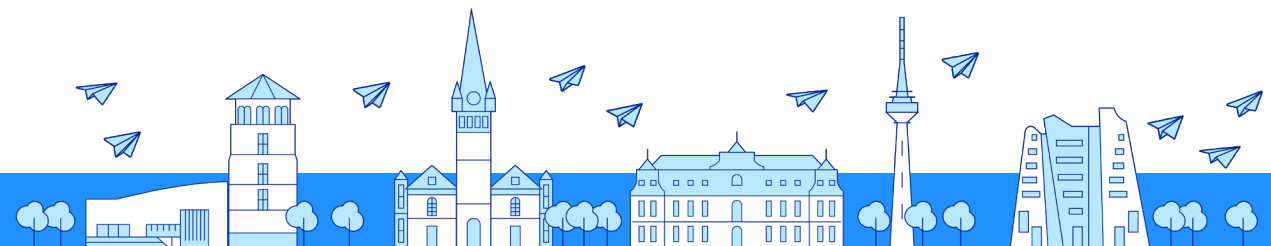
What?	Who?	When & Where?
Day 0 Drinks Reception	Exhibitors & delegates	7:00PM Mon 7 April 📍 Uerige Brewery
Day 1 Drinks Reception	Everyone – exhibitors, delegates & visitors	17:30PM Tue 8 April 📍 Exhibition Hall Catering Area
Complimentary morning coffee & refreshments <i>Other food & refreshments available to purchase in-hall throughout the show</i>	Exhibitors	Each morning 📍 Exhibition Hall Catering Area
Complimentary coaches from XYZ hotels	Exhibitors	7:30AM Tue 8, Wed 9 & Thu 10 April



Important Event Updates

What's going on with the other shows?

- Tissue World Southeast Asia location reveal and booth availability
- Tissue World Miami 2026 update
- Tissue World Istanbul 2026 update and rebooking
- Tissue World Europe 2027 location reveal and rebooking



Conference

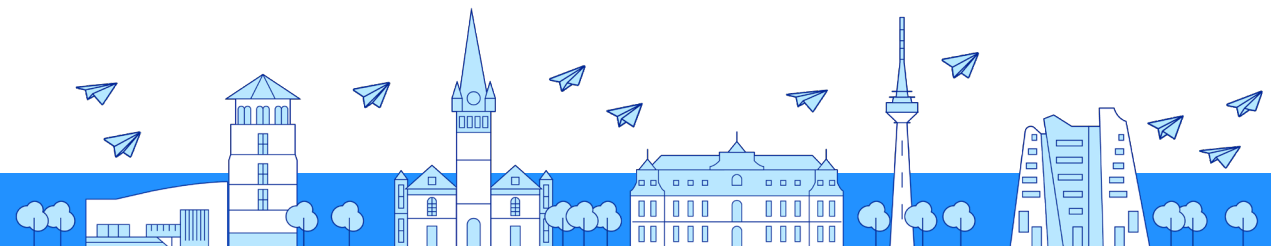
Agnes Gehot, Conference Producer



Conference Overview – Morning Sessions: Shaping the Future of the Tissue Industry

- **8 and 9 APRIL – MORNING SESSIONS**

- ◆ **Senior Management Symposium** – A high-level forum addressing five key industry themes:
Geopolitical Challenges | Talent & Retention | Supply Chain | Consumer Trends | Digital Future
- ◆ **Keynote Address by Mr. Luigi Lazzareschi, CEO, Sofidel Group**
- ◆ **Expert Insights** from top industry leaders:
Metsä Tissue, Essity, WEPA, AFRY, Valmet, Sofidel, Tietoevry, DUNI, Fine Hygienic Holding Modellfabrik Papier & more!
- ◆ **Interactive Panel Discussions** after each session, fostering dialogue and engagement.

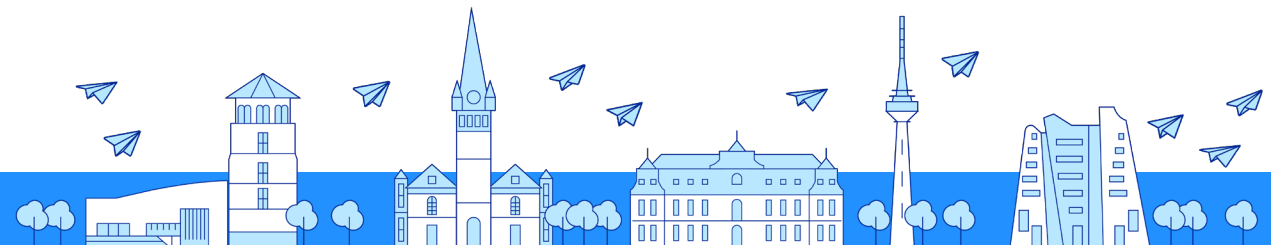


Conference Overview – Afternoon Sessions

8 and 9 APRIL – AFTERNOON SESSIONS

- ◆ **Technical Sessions** – A deep dive into the latest **innovations, process improvements, and real-world mill case studies** led by key industry suppliers.
- ◆ **Five Focus Areas:**
 - ✂ Machinery | ⚙ Process Optimization | 🔬 New Technologies | 📦 Converting Solutions
- ◆ **Expert-Led Discussions** featuring cutting-edge solutions and best practices shaping the future of tissue manufacturing.

Gain **practical insights** and **technical expertise** to enhance efficiency, sustainability, and performance in your operations!



Conference Overview – 10 April (morning session): **NEW FEATURE: Pilot plants & the tissue revolution**

A groundbreaking session showcasing **pilot plants, cutting-edge technologies, and next-gen tissue innovations.**

- ◆ **Experience Innovation Firsthand**

Live Presentations & Video Demonstrations, Hands-On Product Exploration, Expert Insights & Interactive Discussions

- ◆ **Key Topics:**

Emerging Industry Trends – Where will we be in five years?

Fiber, Technology & Additives – Impact on performance & sustainability.

The Evolution of Tissue Products – What's changing and why?

- ◆ **Featured Presentations from Valmet, Andritz, Saueressig and Gambini**



Lead Retrieval

Diane Jones, Delivery Manager

Shameen Atif, Delivery Operations



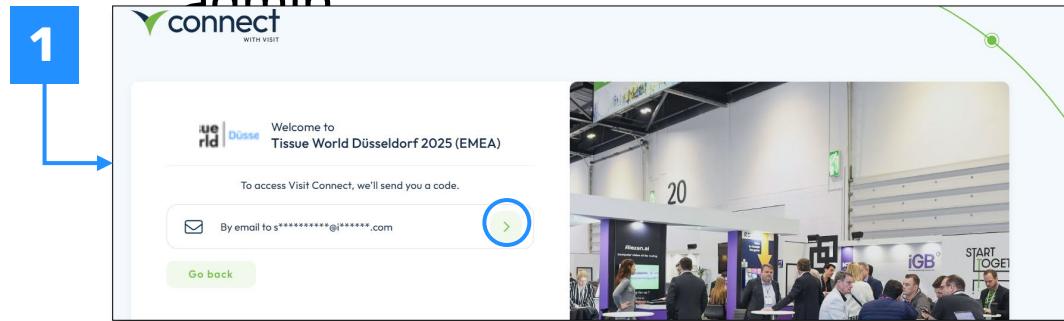
Lead Retrieval vs ConnectMe App

<u>Visit Connect Platform</u> Lead Retrieval or “Connections”	<u>ConnectMe</u> Event Networking App
<ul style="list-style-type: none">• Badge Registration• Onsite lead scanning and data collection	<ul style="list-style-type: none">• Connect digitally with attendees• Book meetings pre-event, during and post-show• Stay up-to-date with what’s happening at Tissue World!

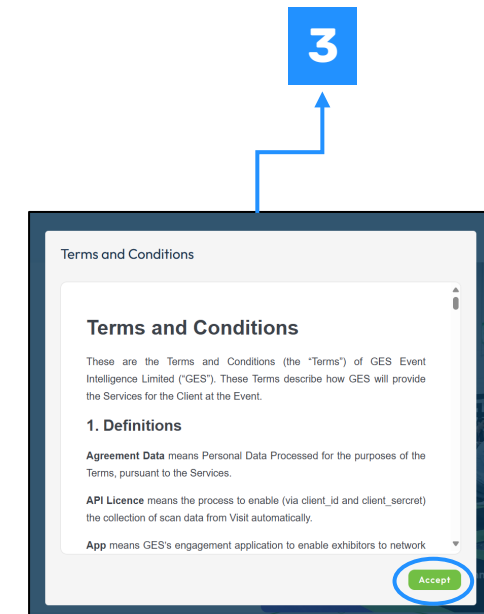
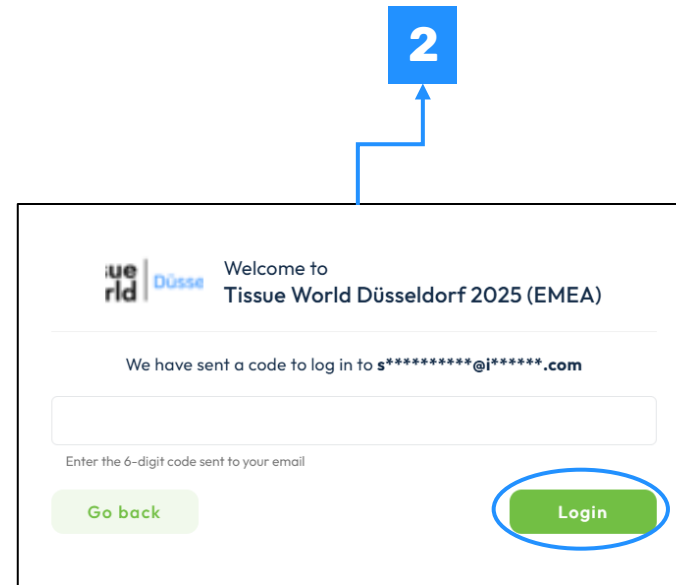


Visit Connect – Set Up

- An access link has been sent to all exhibitor point of contacts, they will be the main admin



Follow these steps to access your portal.



Download the Visit Connect App on Apple or Google Play.



Visit Connect – Set Up

“Main View”
Step-by-step process to help you set up your portal

4

Register yourself and team, set up permissions for each

5

Set up single multiple choice or short answer Qs for attendees to answer

6

Connections or leads tab stores all real-time scans made by your team

7

Main Portal View

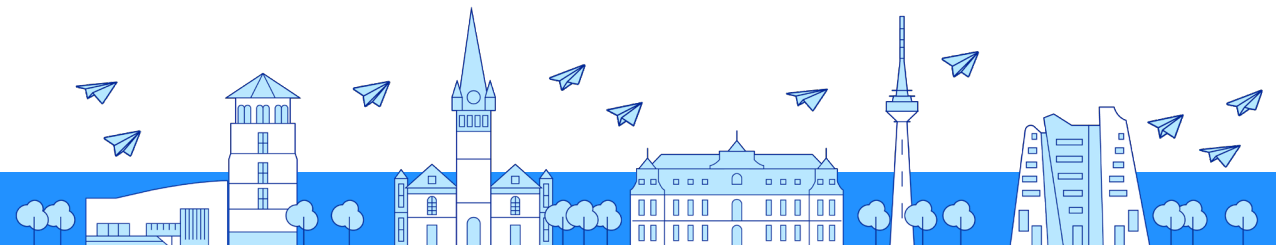
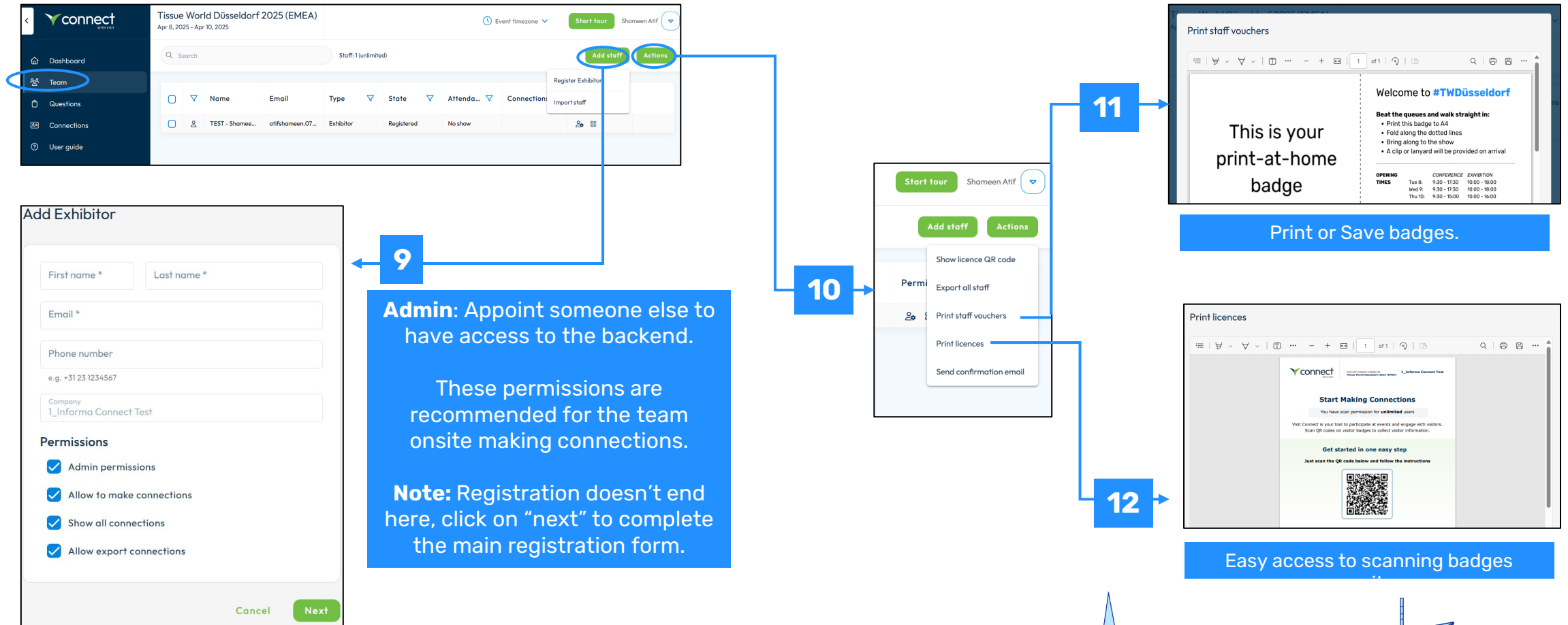
8

First time using this platform?

No problem, just follow the steps mentioned on the **Dashboard tab** or click on **“Start Tour”** for a walkthrough and you’re all set!

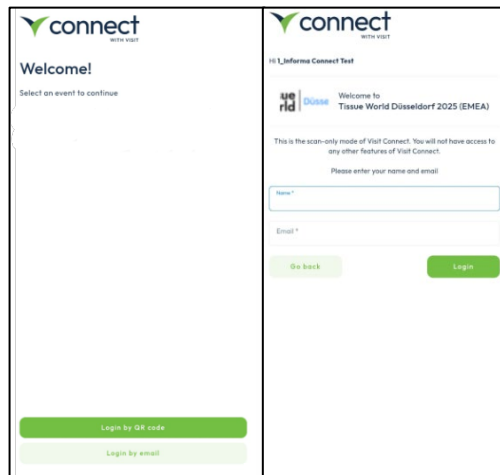


Register Badges and Set Up Permissions



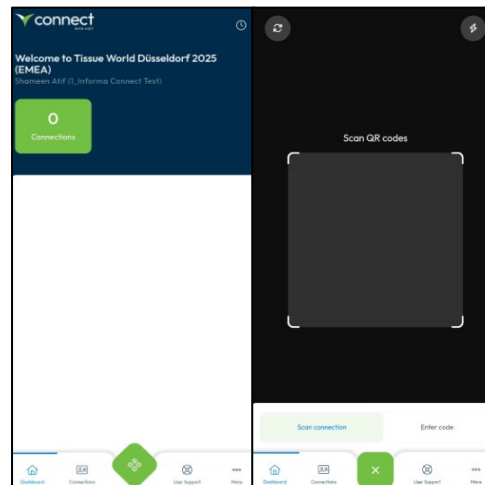
Making Connections Onsite

13



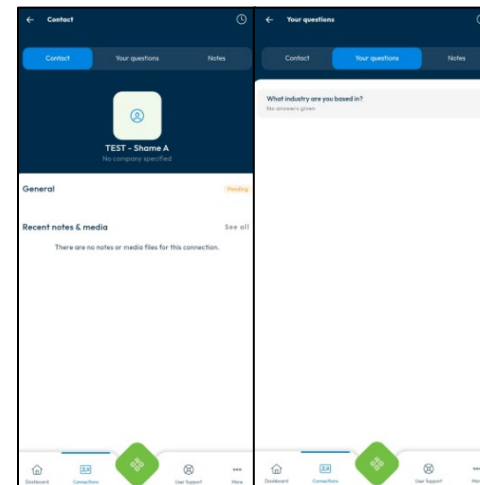
Login by scanning the license QR code from your device's normal camera or registered email

14



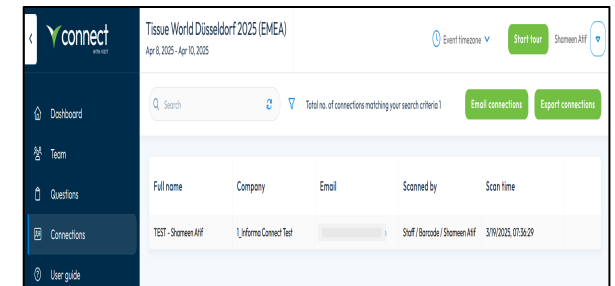
The button in the middle allows you to scan visitors' badges. You must scan the QR code on the

15



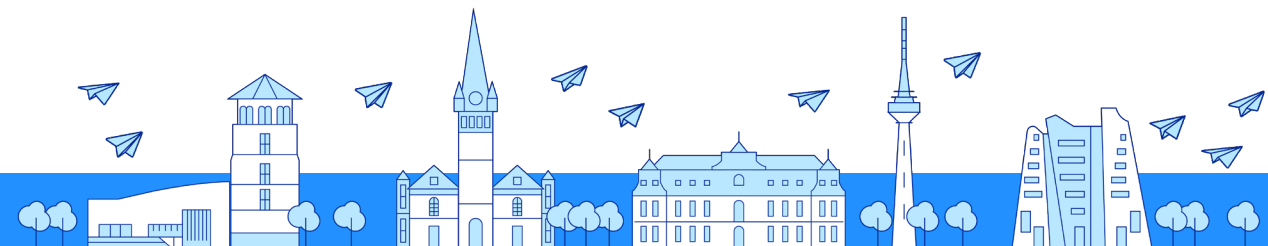
If successfully scanned, you'll see the above screen. Their details will be visible, and they can answer the Qs set by

16



All connections/leads will show in your portal under "connections" tab. You may email or export them at any time.

Any questions, email Shameen.atif@informa.com

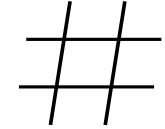
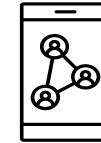
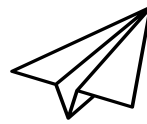
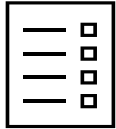


Marketing

Heather Whitman, Senior Marketing Manager



Marketing Checklist



Update your exhibitor listing – fully customisable, add products, social & contact links

Upgrade your experience – unlock conference & exclusive networking

Share your free tickets and referral discounts – gift to your customers and clients

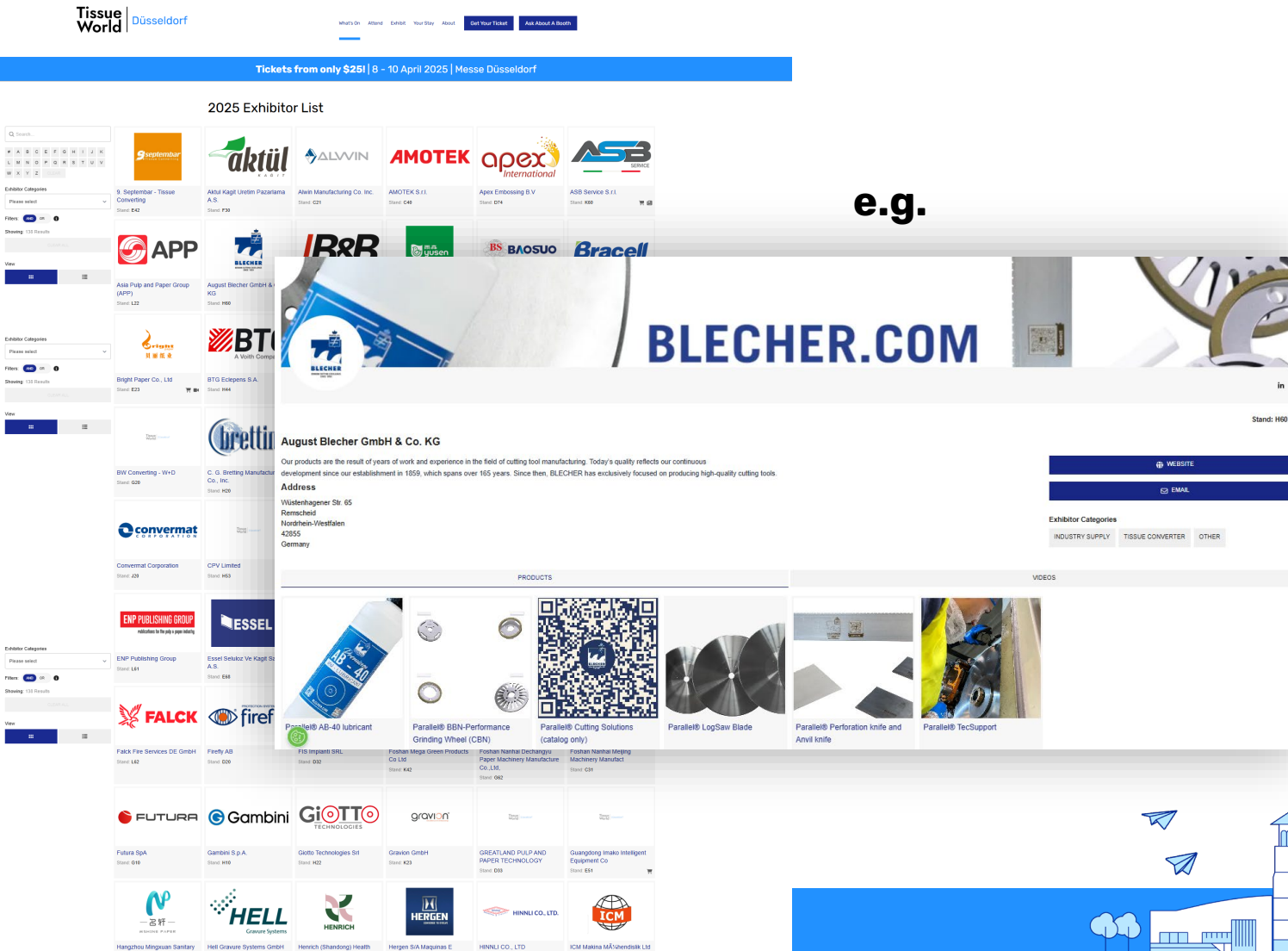
Use quick share social link to post on LinkedIn – custom with your logos

Follow & share on social – use #TWDusseldorf in your own posts



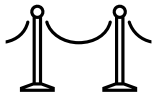


Update your **exhibitor** listing



- Fully customisable – add products, videos, social & contact links
- Information plugs into app – helps visitors find you
- One of most visited areas of website
- Helps with SEO – will remain live until 2027 show





Upgrade your experience

Claim your **heavily discounted** Full-Access Conference & Exhibition Pass, and unlock:

- ✓ Access all areas
- ✓ Exclusive drinks reception on Day 0
- ✓ Conference seminars: Day 1 & 2 full day and Day 3 AM
- ✓ Full lunch provided
- ✓ High-level networking with conference delegates

I just want my exhibitor pass

US\$0.00

I want to pay to attend the conference too

This exclusive discounted rate is offered to our valued **booked exhibitors** so you can upgrade your access to attend the conference and delegate lunch.

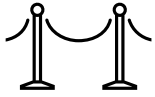
\$695* ~~\$1,295~~

Upgrade to get access to:

- ✓ Everything in the Exhibition Pass, plus...
- ✓ Access all areas
- ✓ Exclusive drinks reception on Day 0
- ✓ Conference seminars: Day 1 & 2 full day and Day 3 AM
- ✓ Full lunch provided
- ✓ High-level networking with conference delegates

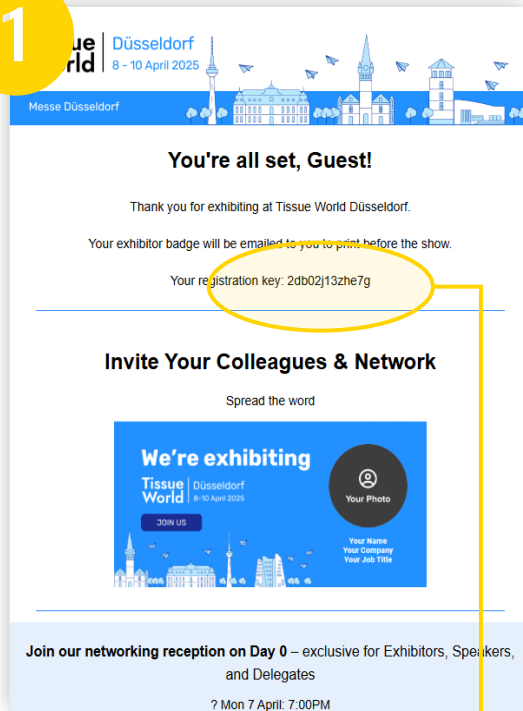
US\$695.00



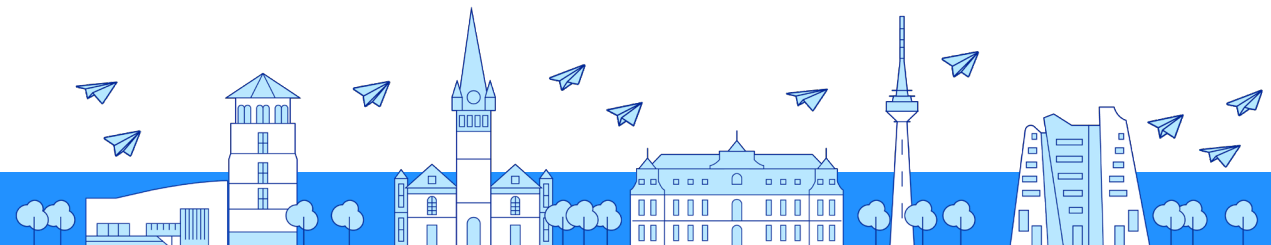


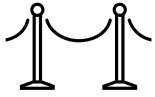
Upgrade your experience

1



Get your registration key
from your confirmation
email





Upgrade your experience

1

Tissue World Düsseldorf
8 - 10 April 2025

Messe Düsseldorf

You're all set, Guest!

Thank you for exhibiting at Tissue World Düsseldorf.

Your exhibitor badge will be emailed to you to print before the show.

Your registration key: 2db02j13zhe7g

Invite Your Colleagues & Network

Spread the word

We're exhibiting

Tissue World Düsseldorf
8-10 April 2025

JOIN US

Your Photo

Your Name
Your Company
Your Job Title

Join our networking reception on Day 0 – exclusive for Exhibitors, Speakers, and Delegates
? Mon 7 April: 7:00PM

Get your registration key from your confirmation email

2

Tissue World Düsseldorf
8 - 10 April 2025

Messe Düsseldorf

Registration Form

Let's get started...

Please enter your details below. Fields marked with * are mandatory.

Discount / Action Code:

First Name *

Last Name *

Company *

Job Title *

Country / Region *

Mobile *

Do you require a Visa Invitation Letter? *

☐ Yes

☒ No

Are you registering multiple colleagues within this transaction?

☐ Yes

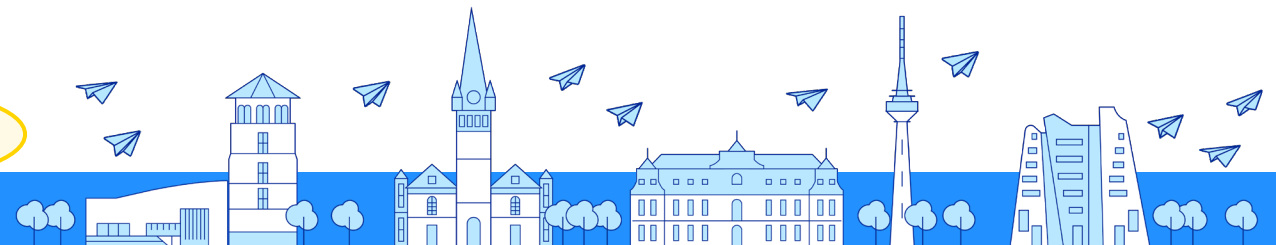
Please select the blue plus icon above and fill in the details for each additional registrant.

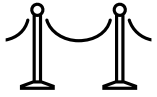
☐ No, just myself

Next

Need help with your registration? Contact us at shameen.att@informa.com

Enter it on the reg form, check your details & click next





Upgrade your experience

1

Tissue World Düsseldorf
8-10 April 2025

Messe Düsseldorf

You're all set, Guest!

Thank you for exhibiting at Tissue World Düsseldorf.

Your exhibitor badge will be emailed to you to print before the show.

Your registration key: 2db02j13zhe7g

Invite Your Colleagues & Network

Spread the word

We're exhibiting

Tissue World Düsseldorf
8-10 April 2025

JOIN US

Your Photo

Your Name
Your Company
Your Job Title

Join our networking reception on Day 0 – exclusive for Exhibitors, Speakers, and Delegates
? Mon 7 April, 7:00PM

Get your registration key from your confirmation email

2

Tissue World Düsseldorf
8-10 April 2025

Messe Düsseldorf

Registration Form

Let's get started...

Please enter your details below. Fields marked with * are mandatory.

Discount / Action Code:

First Name *

Last Name *

Company *

Job Title *

Country / Region *

Mobile *

Do you require a Visa Invitation Letter? *

☐ Yes

☒ No

Are you registering multiple colleagues within this transaction?

☐ Yes

Please select the blue plus icon above and fill in the details for each additional registrant.

☐ No, just myself

Next

Need help with your registration? Contact us at shameen.atif@informa.com

Enter it on the reg form, check your details & click next

3

Tissue World Düsseldorf
8-10 April 2025

Messe Düsseldorf

Registration Form

Shop Summary

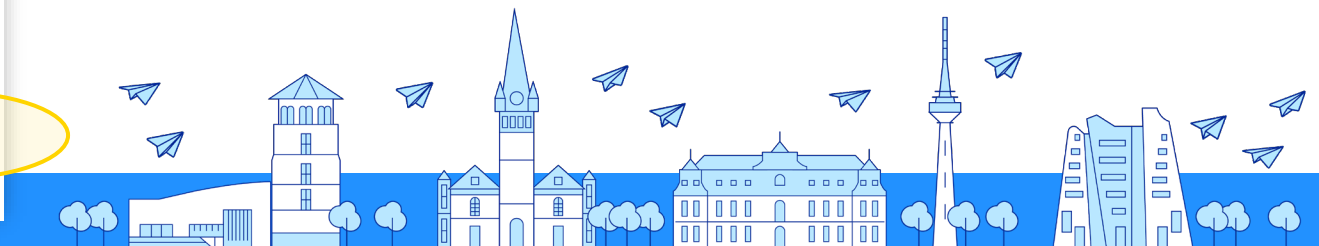
Shop Summary introduction

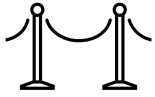
Code	Date	Status
9397149	3/18/2025, 2:11 PM	completed

Previous Buy More Next

Need help with your registration? Contact us at shameen.atif@informa.com

At shop summary, select buy more





Upgrade your experience

1

You're all set, Guest!

Thank you for exhibiting at Tissue World Düsseldorf.

Your exhibitor badge will be emailed to you to print before the show.

Your registration key: 2db02j13zhe7g

Invite Your Colleagues & Network

Spread the word

We're exhibiting

Tissue World Düsseldorf
8-10 April 2025

JOIN US

Join our networking reception on Day 0 – exclusive for Exhibitors, Speakers, and Delegates
? Mon 7 April: 7:00PM

Get your registration key from your confirmation email

2

Registration Form

Let's get started...

Please enter your details below. Fields marked with * are mandatory.

Discount / Action Code:

First Name *

Last Name *

Company *

Job Title *

Country / Region *

Mobile *

Do you require a Visa Invitation Letter? *

☐ Yes

☒ No

Are you registering multiple colleagues within this transaction?

☐ Yes

☒ No, just myself

Next

Enter it on the reg form, check your details & click next

3

Registration Form

Shop Summary

Shop Summary introduction

Code	Date	Status
9397149	3/18/2025, 2:11 PM	completed

Previous **Buy More** **Next**

Need help with your registration? Contact us at shameen.atif@informa.com

At shop summary, select buy more

4

Registration Form

Would you like to purchase a discounted ticket for the conference?

If you do not want access to the conference, add "I just want my exhibitor pass" below to your basket and continue.

I just want my exhibitor pass

I want to pay to attend the conference too

This exclusive discounted rate is offered to our valued **booked exhibitors** so you can upgrade your access to attend the conference and delegate lunch.

\$695* \$1,295

Upgrade to get access to:

- Everything in the Exhibition Pass, plus...
- Access all areas
- Exclusive drinks reception on Day 0
- Conference seminars: Day 1 & 2 full day and Day 3 AM
- Full lunch provided
- High-level networking with conference delegates

US\$0.00 **US\$695.00**

Previous **Next**

Add the conference pass to your basket and make the purchase

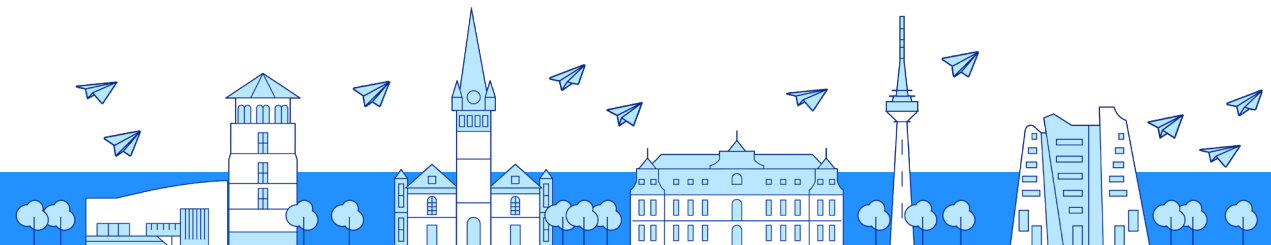


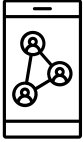
Share your **referral discounts**

For your guests, clients, customers...

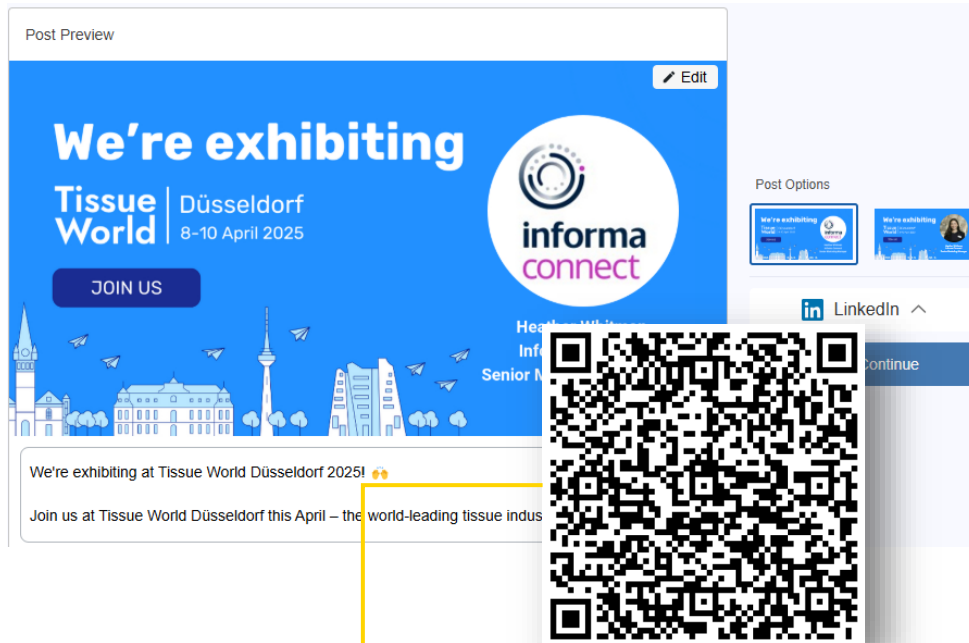
4 x FREE
Exhibition-Only Passes

UNLIMITED x 30% off
Full-Access Passes

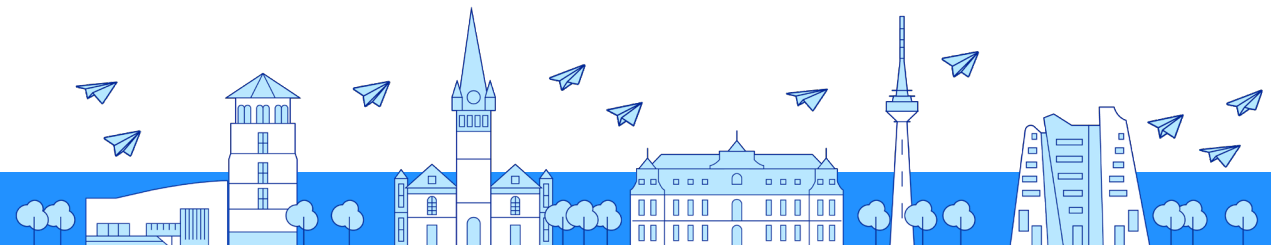


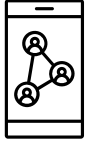


Market your involvement

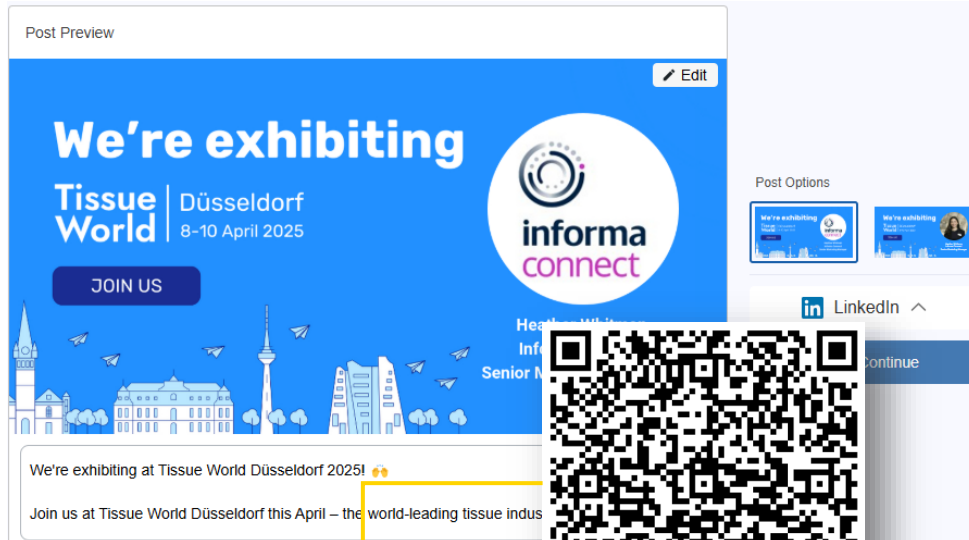


Use quick share social link to post on LinkedIn – custom with your logos

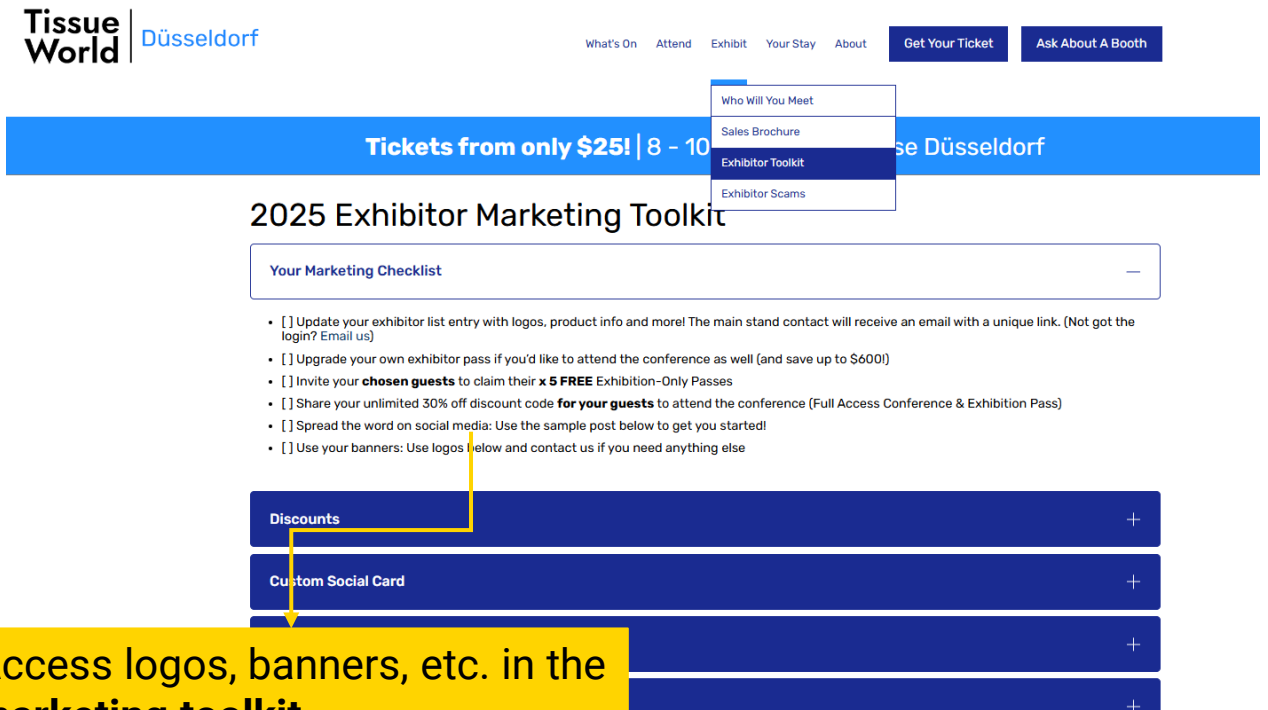




Market your involvement



Use quick share social link to post on LinkedIn – custom with your logos



Access logos, banners, etc. in the marketing toolkit



Follow & share on social


Tissue World reposted this

Gambini S.p.A.
9,169 followers
5d •

+ Follow

Tissue World Düsseldorf is approaching and we're ready to bring a vision that continues to push the boundaries of tissue. From how we integrate water into converting to the evolution of embossing ...more

THE CRUCIAL ROLE OF WATER



Tissue World Düsseldorf 8-10 April, 2025
BOOTH H10 HALL 8A/8B

CC Frank Booms and 24 others
5 reposts

Tissue World reposted this

Jani Sales
1,671 followers
6d •

+ Follow

Discover the Future of Tissue Products at Tissue World Düsseldorf 2025!

8th - 10th April 2025 ...more


Tissue World reposted this

European Tissue Symposium
1,638 followers
1d •

+ Follow

ETS will be at **Tissue World 2025** at Booth L33! Why not drop by and learn more about the European Tissue industry and the contribution it is making to building a healthier, more resilient and sustainable future. ...more

Tissue World Düsseldorf 8-10 April 2025



Tissue World Düsseldorf
The World-Leading Tissue Industry Conference & Exhibition

Tissue World reposted this

EMIRSON
6,919 followers
23h •

+ Follow

We are pleased to announce that **EMIRSON** will be exhibiting at **Tissue World Düsseldorf 2025**. As a supplier of private label tissue products, raw materials, and converting solutions, we look forward to meeting industry professionals. ...more

WE ARE EXHIBITING!
FIND US AT **BOOTH F30**

EMIRSON
EMIRSON Global Kimya Sanayi Anonim Şirketi

Tissue World reposted this

BW Converting
4,120 followers
1w • Edited •

+ Follow

We're gearing up for **Tissue World Düsseldorf**—are you?

BW Converting is bringing together the expertise of our hygiene brands ...more

Düsseldorf
April 8-10, 2025
Booth G20, Hall 8a-8b
Messe Düsseldorf

Tissue World Düsseldorf **BW Converting**
Change for the better

17 reposts

Tissue World reposted this

Dechangyu Paper Machinery
353 followers
6d •

+ Follow

Exciting news! Dechangyu is gearing up to showcase our cutting-edge tissue converting equipment and services at **Tissue World Düsseldorf 2025**! ...more

The World-Leading Tissue Industry Conference & Exhibition
8-10 April 2025
MESSE DÜSSELDORF

BOOTH: G62

Welcome to visit us!

2 reposts

#TWDusseldorf

Tissue World reposted this

TKM GmbH
2,760 followers
2d •

The next big event is just around the corner. **Tissue World** will be at **Tissue World Düsseldorf 2025** from 8 - April 10, 2025 in Düsseldorf. Visit us at stand E32, meet our experts and discover the latest trends in the tissue converting industry. See u there! ...more

Join us at Tissue World 2025
April 08 - April 10, 2025
Messe Düsseldorf
Booth: E32

TKM
www.tkmgroup.com

Tissue World Düsseldorf 8-10 April

How can customers benefit in terms of ROI, Efficiency and Energy Savings from fluid handling solutions?

Discover Kadant Tissue industry solutions

KADANT
BOOTH G61

1 comment • 1 repost

ENGINEERED TO OUTRUN

Tissue World, Düsseldorf April 8-10

TOPIC

A PROSPECTIVE ON DECARBONIZING THE TISSUE INDUSTRY

SPEAKER

Moksadur Rahman
Senior Scientist
ABB Research, Sweden

Tissue World reposted this

Giotto Technologies Srl
837 followers
1w •


+ Follow

Giotto Technologies and Baosuo Paper Machinery Manufacture Co.,Ltd. will exhibit at **Tissue World**, the most important tissue industry trade show that will take place at the Messe Düsseldorf, from 8 to 10 April. ...more

- 1 MONTH

Tissue World Düsseldorf 8-10 April 2025

JOIN US BOOTH H22



JANI SALES PVT. LTD.
Since 1979

Join us at

Tissue World Düsseldorf

8th-10th April 2025
MESSE DÜSSELDORF **BOOTH NO. B20**

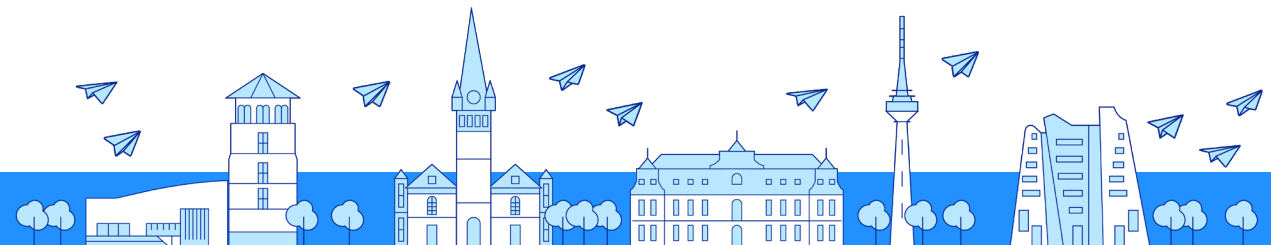
ConnectMe – Official App

Fatima Zehra, Operations Support



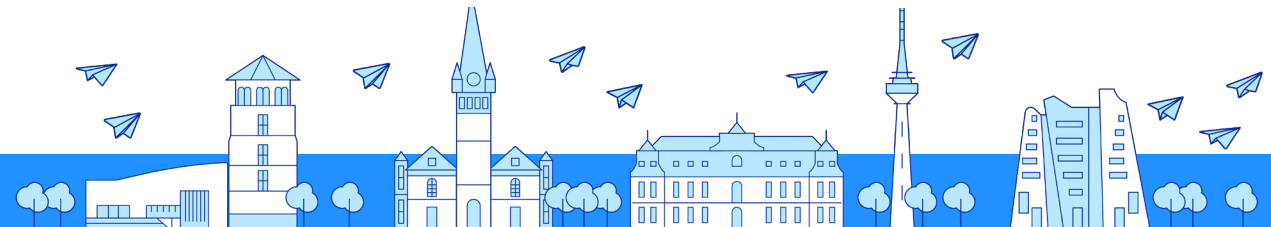
What is ConnectMe?

- ConnectMe is a "**Business Social Media Platform**". It is a digital event platform designed to enhance networking, engagement, and accessibility for attendees at your event. It provides a seamless experience by offering personalized event schedules, and real-time communication tools. The platform helps exhibitors, speakers, and attendees connect efficiently, maximizing the value of their event participation.



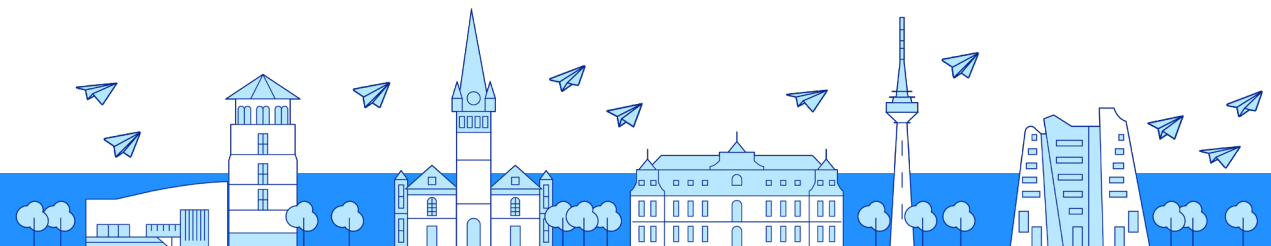
How can you login? - Mobile App

- Download the ConnectMe app on your Apple or Android device
- Enter the event code: **EVENTS2025**
- Enter the registered email ID and request a 4-Digit login pin
- Enjoy networking!



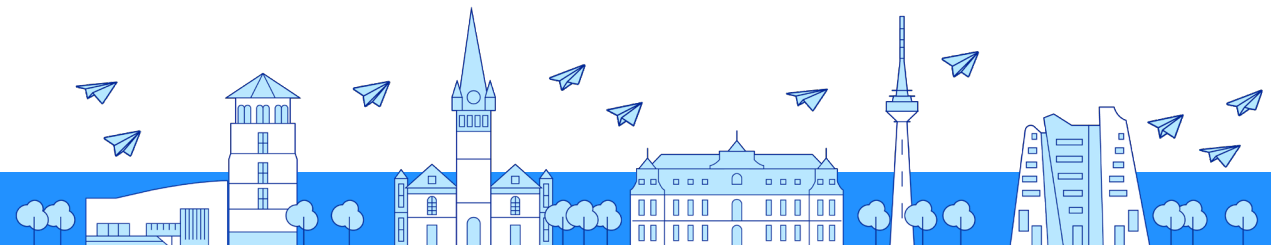
How can you login? - Desktop

- Visit the website: <https://events.connectmeinforma.com/>
- Request a PIN: Enter your registered email and request for a 4-Digit PIN.
- Enter the PIN
- Select the event and enjoy networking



How can you engage with other attendees?

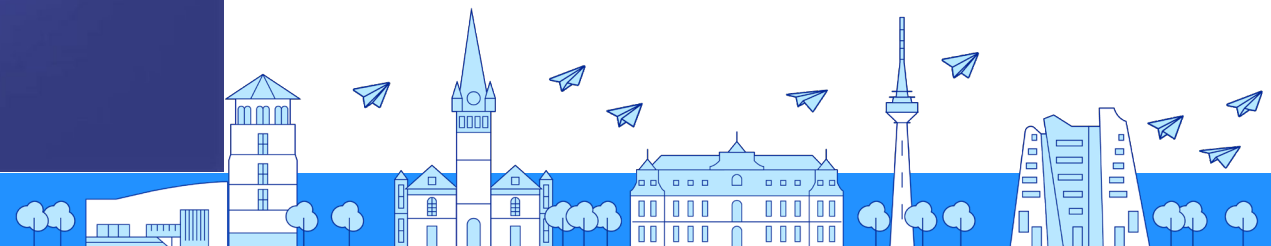
- Once you set your availability for the show days, you can book on-site meetings with other visitors, exhibitors and speakers.
- You also have an option to chat with other attendees to exchange your views and carry out conversations.



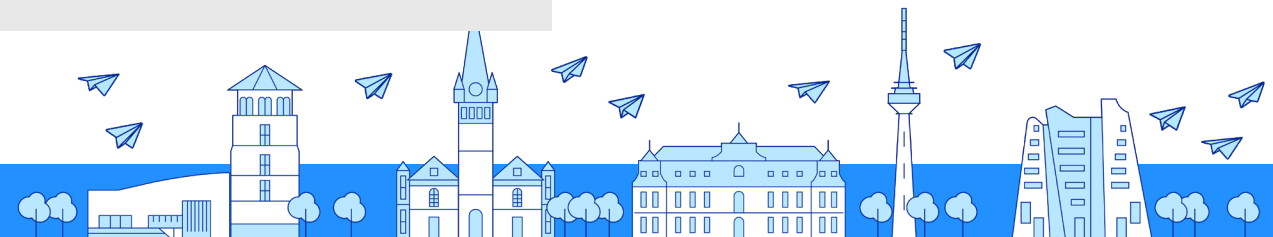
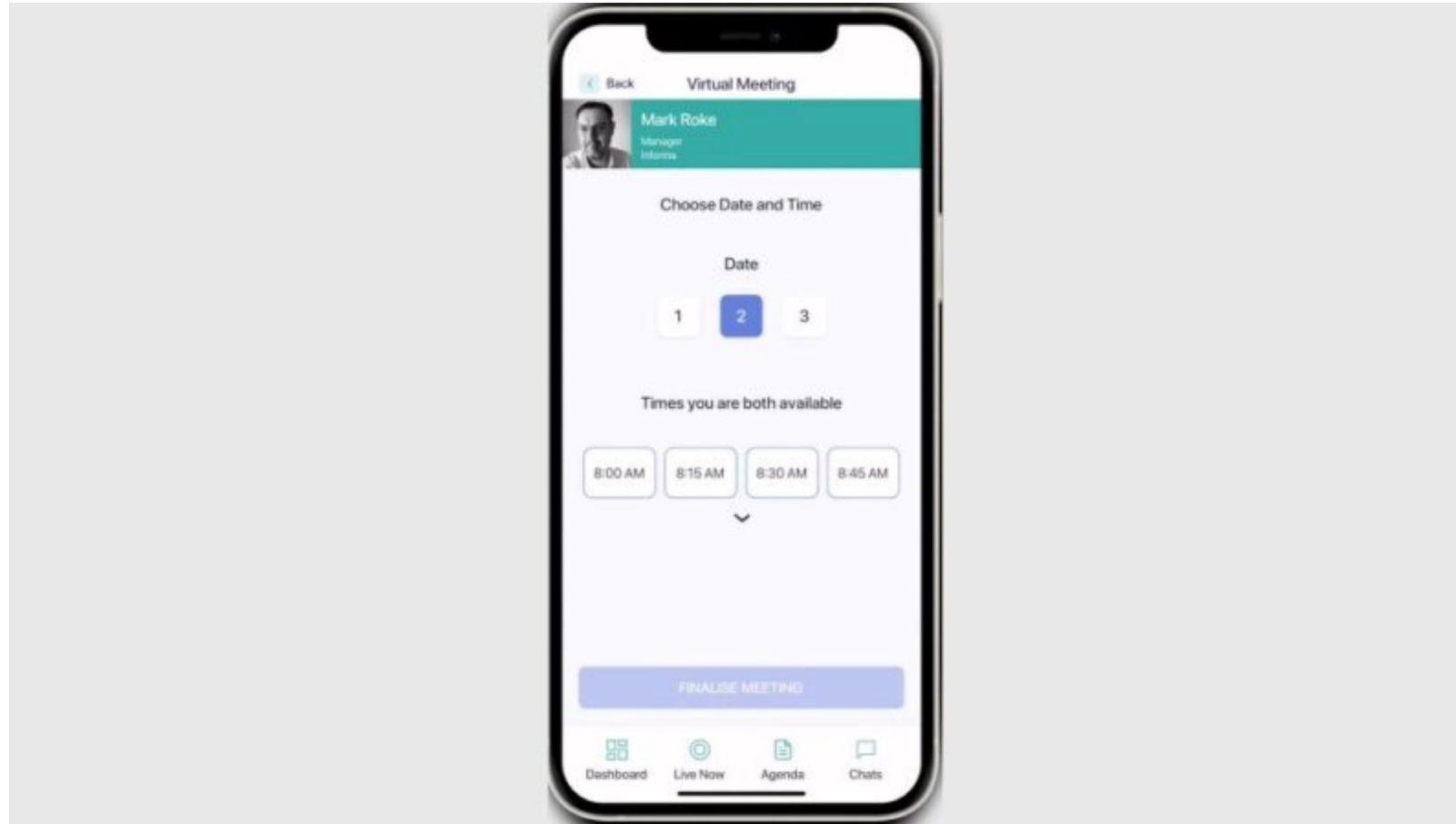
Conference Agenda

- The agenda will give you detailed information about the sessions and conferences taking place during the show days.

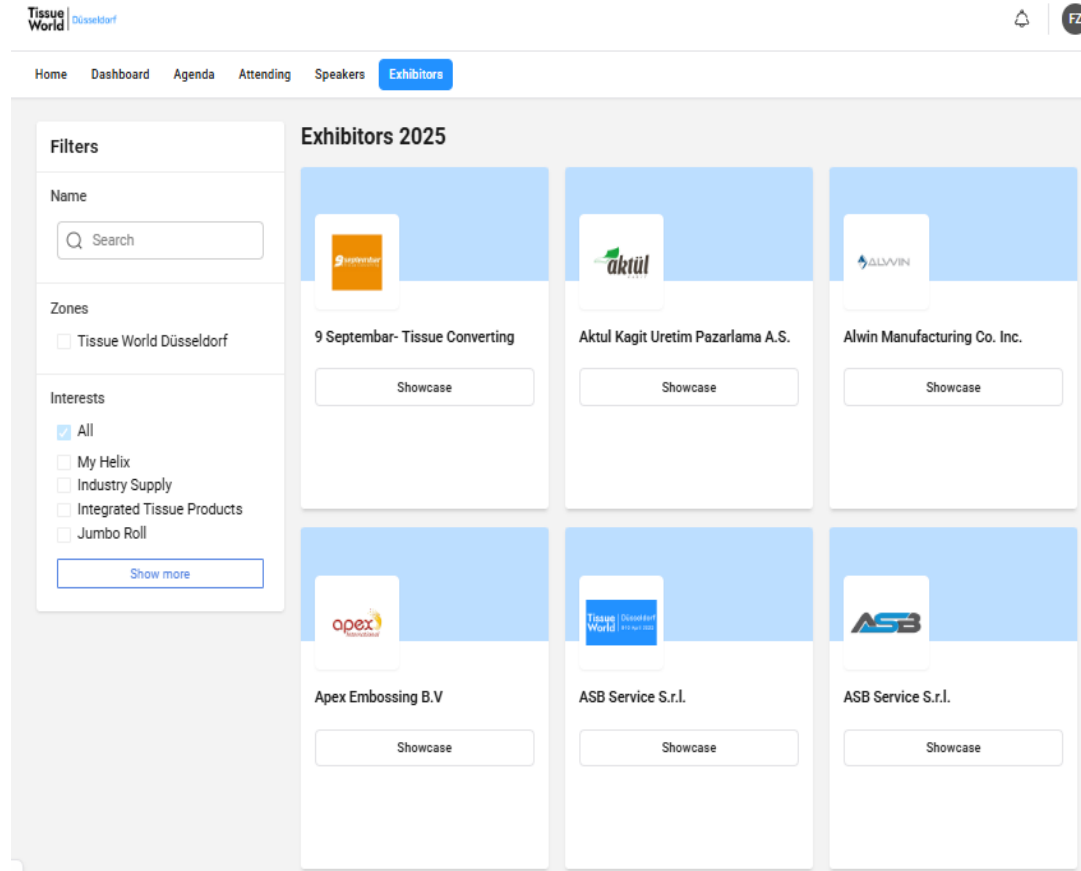
-  your schedule and plan



How to book a meeting?



How can exhibitors make the most of the app?



- Each exhibitor has their own 'online booth' on the ConnectMe app where they can add in their company's resources. Exhibitors also have the option to add onsite and online representatives to their booths. Contact Shameen Atif or myself if you would like to know more.



Thank you!

Questions? Contact us

- **Marketing** heather.whitman@informa.com
- **ConnectMe** fatima.zehra@informa.com
- **Lead Retrieval** shameen.atif@informa.com
- **Operations / anything else...** tissueworldddusseldorf@informa.com

