

"2013 China International Paper Technology Exhibition and Conference" Live Interview (cont'd)

"2013 China International Paper Technology Exhibition and Conference (CIPTTE)", jointly organized by China Paper Association, China Technical Association of Paper Industry and China National Pulp and Paper Research Institute, and operated by China Pulp and Paper Magazines Publisher of China National Pulp and Paper Research Institute was held successfully in National Agriculture Exhibition Center (New Hall) Beijing on September 23-25, 2013. During the exhibition, the reporters gave on-site interviews with part of exhibitors. Most of them have been reported in the Oct. 2013 issue of *China Paper Newsletters*. This issue would give special report to Finnish Paper Engineer Association Pavilion and Fibercore Onsite Paper Services of American TAPPI Pavilion.

Finnish Pavilion: Expanding Influence in China Looking for New Businesses Opportunity

—Interviewing Mr. Pasi Arvelin, Manager of Arvelin International Oy, Organizer of Finnish Pavilion

Reporter: Liu Zhenhua

EDITOR'S NOTE:

In 2013 China International Paper Technology Exhibition and Conference, Finnish Pavilion was one of highlights. Finnish Pavilion's booth occupied 126 square meters, and there were 7 groups (13 companies) participating. The products and services showed in the exhibition including: screening equipment, ventilation systems, lubrication systems, detection and measuring devices, driving equipment, roll services, roll conveying services, etc. In order to let Chinese papermakers know more about Finnish Pavilion, *China Paper Newsletters* interviewed Mr. Pasi Arvelin, manager of Arvelin International Oy, the organizer of Finnish Pavilion.



China Paper Newsletters: As the organizer of Finnish Pavilion, would you please introduce Finnish Pavilion's general information briefly?

Pasi Arvelin: This year Finnish Pavilion consists a large scale of high quality products:

AFT - a screening supplier, complete screening systems, refiners, recycled fiberlines, stock preparation and paper machine approach

systems, equipment and a vast knowledge of applications.

Kytölä Instruments - flow measurement, monitoring and control instruments.

MoveRoll - roll handling solution.

Rollresearch International - new roll grinding machines.

TM Systems - tailored air systems and ventilation solutions.

Wetend Technologies - TrumpJet®, world leading chemical mixing sys-



tem for paper and board producing companies globally.

NVG (Nordic Ventures Group) delivers a services from component and equipment suppliers and provides profitable solutions to Asian pulp and paper industry:

- **FluidHouse** high-end, cost efficient and environmentally sustainable hydraulic and oil lubrication systems for global industrial markets.

- **Procemex** machine vision specialist supplying solutions globally for paper, pulp and printing industry.

- **Rantotek** Power plant and boiler technology specialist.

- **RollTest** Roll measuring devices, roll grinder control systems, wireless roll measurement unit, roll data management systems, cutting tool, belt grinding device, roll washing systems.

- **Satron** Instruments Pressure and differential pressure transmitters, Pasve service valve for pressure and pH sensors, optical analysers.

- **Sitek** Manifolds, multifunction Manifolds, Oscillators, Accessories, Double Filter.

- **Vision** Systems optical detection and measurement solutions of pulp and paper industries.

China Paper Newsletters: In 2013 CIPTE, what publicity effects do Finnish exhibitors want to achieve? Are they satisfied with the exhibition results?

Pasi Arvelin: We look forward to receiving more business contacts, trade and visibility. By having Finland Pavilion companies want all show their commitment to Chinese market. Exhibitors were satisfied to gain visibility and possibility to have a platform to present technologies, products and services. However if the number of visitors were higher it will be better.

China Paper Newsletters: The total production and consumption of China's paper industry has been

ranking No.1, and has been developing quickly. Lots of foreign investments have infused into China recently. How do Finnish exhibitors think about Chinese market?

Pasi Arvelin: China's paper industry developed very fast in the past several years. The industry is in a transition stage and foreseeing the future is very challenging. Chinese market is big and it will grow in some business areas, we find that it's important to be involved.

China Paper Newsletters: Do Finnish exhibitors have plans to further expand their business in China?

Pasi Arvelin: At the moment they are considering the ways to be in the markets very much.

Worldwide industry stage is effecting for all future investments. We do wish to have a solid platform for future China market with high quality Chinese visitors. ▮