



INTERNATIONAL CONGRESS & EXHIBITION
PULP AND PAPER
CONGRESSO E EXPOSIÇÃO INTERNACIONAL DE CELULOSE E PAPEL

ABTCP 2024

October 01 - 03

01 a 03 de outubro

Transamerica Expo Center
São Paulo | SP | Brasil

Industry Production Chain

Event promoted by ABTCP presents unprecedented initiatives over the three days of showcasing the latest technological trends and a technical program aligned with industry demands

Between October 1 and 3, ABTCP 2024 — 56th Pulp and Paper International Congress and Exhibition will bring together all the links that form the production chain of the forest-based industry. The in-person event, held at Expo Transamérica in São Paulo (SP), represents a unique opportunity to strengthen networking and close business deals.

With a total export volume currently totaling 18 million tons, the investment portfolio of the planted tree sector has had a strong and promising performance: investments of BRL 67.4 billion, in new mills, expansion of cultivated areas, research, development, and innovation, are planned until 2028. It is worth noting that in the last ten years, the sector has added more than 700 thousand direct and indirect workers to the country's workforce, according to data from the Brazilian Tree Industry (Ibá).

ABTCP 2024 attendees will have the opportunity to check out cutting-edge technologies presented by technology and input suppliers and the success stories of manufacturers participating in the Exhibition. In total, more than 120 exhibitors are confirmed. "The ample space, carefully prepared to accommodate this large and relevant event, which combines technological trends with knowledge updates about the sector, will certainly result in a productive synergy, both for executives and professionals already working in the sector, as well as for students entering it and players from other business fields," says **Darcio Berni, Executive Director of the Brazilian Pulp and Paper Technical Association (ABTCP)**, about the venue that will also host the Congress, a technical event that takes place concurrently with the Exhibition over the three days.

The participation expected for this event is quite positive. According to **Milena Lima, responsible for organizing the exhibition**, which occurs every two years, the success of the last edition confirms prospects for another successful event this year. "The success seen in the 2022 numbers boosted the desire of many companies to secure a spot at ABTCP 2024. By May, we no longer had any areas available," she reveals.

ABTCP is preparing a series of new features for the participating public, such as the Innovation Arena, a space dedicated to bringing together startups with innovative technologies capable of solving challenges and bottlenecks faced by the sector. "The proposal of the Arena is aligned with one of the guidelines of ABTCP's strategic plan, which goal is to create and strengthen a hub dedicated to fostering innovation among all players that make up the planted tree industry, including companies of all segments or sizes," informs **Durval Garcia Jr., Innovation Director at G.A.C. Brazil and member of ABTCP's Executive Board**.

Umberto Cinque, ABTCP's technical head, reinforces that the initiative is a continuation of the important work that started back in 2018, when ABTCP's Innovation Network was launched. "Our objective is to leverage the work fronts carried out so far towards the results aspired in the strategic plan. For such, we aim to increase innovation in the sector through the contribution of ABTCP's Technical Committees: Pulp, Paper, Environment, Biorefinery and Nanotechnology, Recovery and Energy, Maintenance, Digital Transformation, and Occupational Safety. Each of these areas has specific demands but also great potential for synergy to be explored."

In practice, an internal ABTCP committee has been working on identifying the sector's current demands in order to then identify startups that can offer respective solutions. "By the end of July, with the support of ABTCP's Technical Committees, this team will list the main needs experienced by companies in the sector to later launch a call for startups that can offer solutions. Thus, over the

three days of ABTCP 2024, the Innovation Arena will have a schedule of presentations on innovative solutions and act as a space for efficient business rounds, bringing together demands and solutions under one roof,” says Garcia Jr..

Booths with best practices aligned with sustainability to be awarded

The Conscientious Exhibitor Award is another new initiative promoted by ABTCP. **Claudia D’Amato, responsible for ABTCP’s marketing**, explains that the goal is to recognize and reward exhibitors that present sustainable practices during the 2024 Pulp and Paper International Exhibition. “ABTCP believes that we are all responsible for preserving the environment, from small to large initiatives. The creation of this award reinforces how much the sector is concerned about this joint movement,” says Claudia, informing that awards will be granted to three booths that best align with the global concern of mitigating global warming and all the consequences brought by climate change.

Those interested in participating in the award must register in advance at <https://abtcp2024.org.br/premio-expositor-consciente>, starting the second half of July. Participants must demonstrate environmental concern during the exhibition by using sustainable materials and adopting practices that do not harm the environment. “The evaluation will be carried out on the first day of the exhibition by members of an evaluation committee. The three stands with the highest scores will receive the 2024 Conscientious Exhibitor certificate, to be delivered at the ABTCP Dinner,” says Claudia, which will be held on October 2nd, at Casa Giardini Buffet, in Campo Belo, São Paulo.

ABTCP 2024 to be carbon neutral

An active contributor to the planted tree sector’s agenda aimed at leveraging the bioeconomy, ABTCP continuously strengthens its role as a transformative link. For the third consecutive year, the sector’s main event of the year will receive its carbon-neutral title. This means that the entity will offset the event’s greenhouse gas (GHG) emissions through the acquisition of forest carbon credits certified by the United Nations (UN). The process of acquiring credits will be mediated by Onearth Carbon, a climate tech specializing in managing environmental assets in carbon markets.

In a world increasingly aware of the importance of measuring environmental footprints, events and congresses add crucial competencies, not only for disseminating knowledge but also for shaping sustainable practices. “Carbon neutrality has emerged as an essential tool to mitigate the environmental impacts of in-person meetings. Imagine a congress where innovation and the exchanging of ideas have an open space to happen, while behind the scenes, there is a concentrated effort to minimize the environmental impacts related to its realization. Neutralizing the carbon of large-scale events like ABTCP 2024 is more than an environmental responsibility action, it is a declaration of commitment to a sustainable future and an investment in the well-being of the planet and future generations,” says **Viviane Nunes, ABTCP’s head of Education**.

The Congress program, which main agenda is to evaluate trends related to the digital transformation of production processes and the consequent gains in circularity and other aspects of the ESG agenda, also demonstrates that ABTCP continues to work closely with industry players, always anticipating current and future demands.

ABTCP 2024’s opening ceremony, which traditionally takes place on the morning of the first day of the event, has the confirmed presence of Paulo Hartung, president of Ibá, to discuss current issues concerning all members of this broad production chain.

ABTCP 2024 — 56th Pulp and Paper International Congress and Exhibition

Theme: The digital transformation of production processes, promoting gains in circularity and innovative actions on the ESG agenda

Date: October 1-3, 2024

Venue: Expo Transamérica (São Paulo/SP)

More information: [ABTCP 2024](<https://abtcp2024.org.br>)