



**Tissue World Istanbul 2014 brings together over 300 tissue industry professionals from across the region with its launch event in Turkey.**

The inaugural edition of **Tissue World Istanbul 2014** (Conference) organised by **UBM** at the WOW Convention Center in Istanbul from 25<sup>th</sup> -26<sup>th</sup> features a conference, exhibiting-sponsors and social functions spread over two days.

The event which is part of Tissue World – the leading international dedicated portfolio of events and publications for the tissue industry will feature expert speakers such as **Andrea Boltho** from Magdalen College (Oxford University), **Eda Tuncel Dereli** from Hayat Kimya, **Didem Korkut** from İpek Kağıt, **Marcus Schwier** from Voith Paper, **Erkan Tirnavali**, **Prof. Soli Özel** from Kadir Has University and many others, who will come together to share knowledge, exchange views, develop new relationships, and analyse opportunities in the region.

In his statement, Kerim Bertrand, General Manager of UBM Istanbul said: “Turkey which is of great geo-strategic significance is regarded as one of the fastest developing tissue paper producers in the world and plays a pivotal role in the global tissue sector. All kinds of activities to realise this goal are supported by companies, public institutions, related associations and other parties in the sector. Turkey exports to more than 170 countries in Europe, Middle East and Turkic Republics and maintains its trend of increasing exports.

Currently ranking 17<sup>th</sup>, Turkey is expected to become one of the largest economies of the world by 2020. Beyond its vivid economy, Turkey is also the center for regional and international trade producing tissue paper for the domestic market and for export to countries as far as USA. Istanbul which is often seen as the gateway to Middle East, West Asia and Russia is the ideal location to launch the full-fledged event which will take place in 2016 from 27 - 29 September at the Istanbul Congress Center (ICC) and will include a trade show and conference.”



**Editor's Note:**

UBM plc is a leading global events organizer. We help businesses do business, bringing the world's buyers and sellers together at events, online and in print. Our 5,000 staff in more than 20 countries are organised into specialist teams which serve commercial and professional communities.

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