

Press release

nova-Institut GmbH (www.nova-institute.eu)
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New international conference on cellulose fibres – presenting the fastest growing fibre group in textiles, the largest investment sector in the bio-based economy and the solution for avoiding microplastics

Private and independent nova-Institute announces today the 1st International Conference on Cellulose Fibres – Technologies, Applications and Sustainability in Textiles, 11–12 February 2020, Cologne (Germany) (www.cellulose-fibres.eu).

Cellulose fibres are a success story within the textiles market with a cumulated annual growth rate (CAGR) of at least 10% over the last ten years. This makes them the fastest growing fibre group in the textile industry and also the largest investment sector in the bio-based economy worldwide. The high growth rates are driven by the demand for natural fibres (and bottlenecks in cotton), the microplastic problem and possible bans for plastic fibres. All three drivers will continue to play a significant role in the future development of the sector.

The new conference organised by nova-Institute will cover the entire value chain of cellulose fibres from lignocellulosic feedstock, dissolving pulp, cellulose fibres – such as rayon, viscose, modal or lyocell and new developments – to a wide range of applications, woven textiles (clothing) and non-wovens (wipes and technical applications), as well as micro- and nanocellulose for food, cosmetics and pharmaceuticals. All these sectors have gained significantly in dynamics in the last few years. Many new endeavours are on their way with the target of identifying and developing new technologies and business opportunities for a sustainable bio-based and circular economy. The aim of the event is to gather technology providers and developers, academia and industry, pulp, fibre and equipment suppliers, retailers and textile brands, policy makers and investors to debate recent market dynamics.

In this environment, the following questions are particularly exciting and will be in the focus of the conference: What are recent technology and market trends? What are the future market dynamics? Who is active and interested in this sector? What are the main challenges to develop the value chains and the market demand? Which ecosystems and partnerships are required to drive innovation according to market needs? How will the political environment continue to develop? What will happen with plastic bans, microplastic avoidance, bio-based vs. fossil feedstocks, and sustainability?

Michael Carus, CEO of nova-Institute and initiator of the conference: „With regard to the importance of cellulose fibres, it is more than surprising that there is no established conference with this focus yet in Europe. We are now closing this gap: For the first time, we will invite and gather all developers, producers and players in the value chain of modern cellulose fibres. We

expect great international interest in this new conference. We are confident that this conference will be one of the best networking opportunities for this sector.“

Please find more information on the conference online: www.cellulose-fibres.eu. All cellulose fibre experts from the industry and academia are welcome to outline their latest technology or market achievements via a presentation. You are also most welcome to highlight your brand via a sponsorship and to network with the attending audience at your own booth in our exhibition area. The organisers expect 200 – 300 participants, mainly from industry, and a vibrant exhibition.

The “International Conference on Cellulose Fibres (CCF)” is organised by German nova-Institute, a private and independent research institute founded in 1994. With 25 years of experience in the global bioeconomy, nova’s work covers the entire value chain from biomass production to final product; nova has published several studies on fibre markets and applications and is part of several international research projects on this topic.

nova-Institute offers research and consultancy with a focus on bio-based and CO₂-based economy. The institute’s work covers the fields of food and feedstock, techno-economic evaluation, markets, sustainability, dissemination, B2B communication and policy. Every year, nova organises several large conferences on these topics, most notably the International Conference on Bio-based Materials, the EIHA Hemp Conference and the Biocomposites Conference Cologne, and will broaden its activities in this area with the new International Conference on Cellulose Fibres. nova-Institute has 30 employees and an annual turnover of more than 3 million €. For more details: www.nova-institute.eu

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