

## Press release

nova-Institut GmbH ([www.nova-institute.eu](http://www.nova-institute.eu))  
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## Save the date: 2<sup>nd</sup> International Conference on Cellulose Fibres, 2–3 February 2021, Cologne (Germany) – Submission for abstracts and innovations as well as requests for sponsorship are now possible.

The first conference already hit the mark, the second will go one step further! The focus will be on strategies, markets, technologies and sustainability – particularly on alternative cellulose feedstocks in order to reduce the demand for virgin cellulose, even as demand for cellulose fibre will in total further increase. 300 participants and 30 exhibitors are expected.

2<sup>nd</sup> International Conference on Cellulose Fibres will be all about the fastest growing fibre group in textiles, the largest investment sector in the bio-based economy and the solution for avoiding microplastics from textile washing. With 210 participants and 15 exhibitors from 26 different countries, the 1<sup>st</sup> International Conference on Cellulose Fibres in February 2020 was a great success and exceeded all expectations. Michael Carus, CEO of nova-institute and initiator of the conference stated: *“The first conference on cellulose fibres hit the mark. We have given the growing industry an ideal platform for exchange and networking. Due to the extremely positive feedback, we believe that we will be able to attract even more experts from the cellulose fibre sector for the second event.”*

Building on this success, the 2<sup>nd</sup> International Conference on Cellulose Fibres will again cover the entire value chain from the lignocellulosic feedstock over dissolving pulp, cellulose fibres – such as rayon, viscose, modal and lyocell and new developments – to a wide range of applications like woven textiles (clothing) and non-wovens (wipes and technical applications). All these sectors have gained significant momentum over the last few years.

Cellulose fibres are a success story within the textiles market with a compound annual growth rate (CAGR) between 5 and 10% over the last ten years – similar growth rates are expected in the next decade. This makes cellulose fibres the fastest growing fibre group in the textile industry and also the largest investment sector in the global bio-based economy. The challenge now is to achieve a balance between the ongoing capacity expansion and the growing demand – to avoid over capacities, but also to cover the increasing demand of the big brands.

These high growth rates are driven by the demand for natural fibres (and bottlenecks in cotton), the microplastic problematic and looming bans for plastic fibres. All three drivers will continue to play a significant role in the future development of the sector, as well as alternative cellulose

feedstocks obtain from side-streams and recycling. These can reduce the demand for virgin feedstocks, even though the overall demand for cellulose fibre will further increase.

## **For the first time the innovation award “Cellulose Fibre Innovation of the Year” will be granted on the conference**

The innovation award “Cellulose Fibre Innovation of the Year 2021” will be granted to the innovative cellulose fibre industry for the development of new technologies and applications. All producers and inventors along the entire value chain from feedstock to final product are invited to enter the competition. An expert jury will select a total of six new materials and products from all entries for the award. After short presentations of the six candidates at the conference, the three winners will be elected by the participants of the conference and honoured with the innovation award at a festive gala dinner.

Call for abstracts, innovation and sponsors are open now. You will find all information about the conference here: [www.cellulose-fibres.eu](http://www.cellulose-fibres.eu)

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nova-Institute is a private and independent research institute, founded in 1994; nova offers research and consultancy with a focus on the transition of the chemical and material industry to renewable carbon: How to substitute fossil carbon with biomass, direct CO<sub>2</sub> utilisation and recycling. We offer our unique understanding to support the transition of your business into a climate neutral future. nova-Institute has 35 employees and an annual turnover of more than 3 million €.

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