PAPER & TISSUE ONE SHOW

abu dhabi
Convention & Exhibition Bureau

POST-SHOW REPORT

Delving into the Highlights and Achievements of Paper & Tissue One Show 2024: An in-depth analysis of our successful event, showcasing key metrics, participant feedback, and strategic insights, underlining our collective strides in the paper and tissue industry.

About Paper & Tissue One Show

Since 2007, the Paper & Tissue One Show has been the key meeting ground for industry professionals in the paper and tissue sector, providing a robust platform for networking, business expansion, and insight into future trends.

Global Leader in Industry Diversity

The Paper & Tissue One Show stands as a global nexus for the paper and tissue industry, acclaimed for attracting the broadest international attendance and participant group, both in terms of product diversity and country representation

Attendees Highlights

8000+

Total Attendees
From 86 Countries*

100+

Hosted Buyers

75%

Global Appeal

Showcasing its international allure, an impressive 75% of the attendees hailed from beyond the UAE's borders, underscoring the event's worldwide draw and the diverse, global community it serves.

Top Visiting Countries

***The Iran-Israel conflict and adverse weather conditions have resulted in visitor numbers falling below expectations.**

Exhibitor Highlights

268+

Total Exhibitors
From 32 Countries

Top Exhibiting Countries

82%

Global Appeal

Showcasing its international allure, an impressive 75% of the attendees hailed from beyond the UAE's borders, underscoring the event's worldwide draw and the diverse, global community it serves.

61,700 B2B meetings

The Paper & Tissue One Show serves as a pivotal hub for B2B interactions, with an AI-estimated schedule of multiple meetings per participant over three days. This setup underscores the event's significance in fostering business opportunities and industry connections.

Boosting Abu Dhabi's Economy

Economic Impact

The Paper & Tissue One Show not only fosters innovation and connections within the paper and tissue industry but also significantly contributes to the economic vitality of Abu Dhabi. The event catalyzes a ripple effect of economic benefits, from boosting hotel occupancy rates to stimulating retail and tourism sectors.

Total Impact: AED 11 Million+

The AED 11,000,000 figure represents an AI-estimated economic impact from Paper & Tissue One Shoiw, based on average visitor expenditures across key sectors.

Major Business Deals Exceeding AED 2 Billion+

During the Paper & Tissue One Show, business deals exceeded AED 2 billion. A significant portion, AED 1.5 billion, was sealed between MEPCO of Saudi Arabia and Voith of Austria, showcasing the event's pivotal role in facilitating substantial industry partnerships.

01

AED 6,000,000
Accommodation Impact

02

AED 2,700,000
Food and Beverage Impact

03

AED 1,350,000
Tourism Impact

04

AED 1,000,000
Transportation Impact

Mena Pulp Week Conference

MENA Pulp Week, alongside the Paper & Tissue One Show, provided a vital forum for exploring the latest trends and challenges in the global pulp and paper markets. The event facilitated crucial insights and strategic discussions, significantly impacting the Europe, Middle East, and North Africa region.

8 Speakers

100 Attendees

Gala Dinner, Welcome Dinner Presidents Meeting

Despite the unfortunate cancellation of the **Global Presindent Meeting** due to adverse weather conditions, which also affected the **Welcome Dinner** at the Shangri-La, the Paper & Tissue One Show concluded with a splendid **Gala Dinner** at The Ritz Carlton Abu Dhabi. The gala brought together 350 distinguished guests for an evening of celebration, networking, and reflection. While the weather disrupted some plans, the Gala Dinner reflected the resilience and spirit of collaboration that defined the event, creating memorable experiences for all who attended.

450 Guests

MARKETING COMMUNICATIONS 2024

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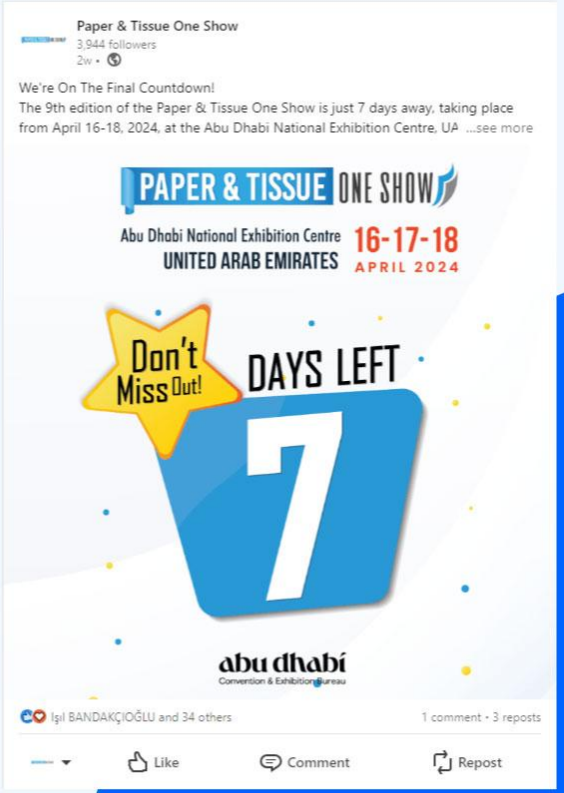
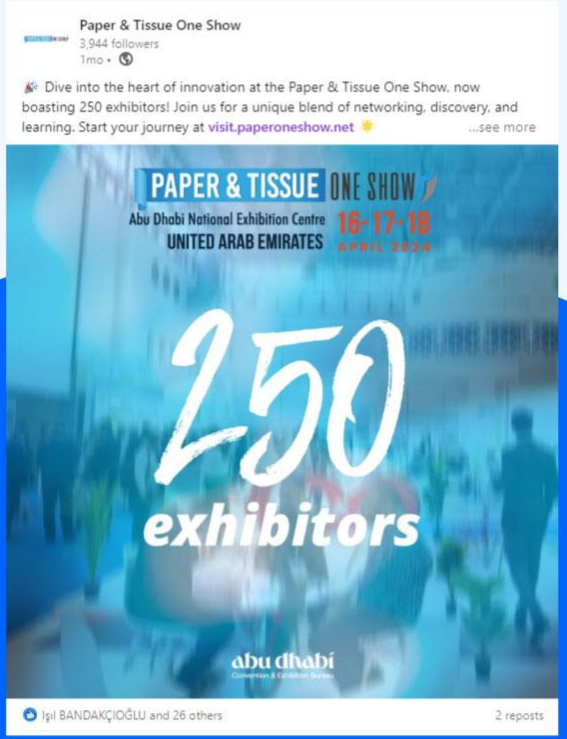
Email Campaigns

In the lead-up to the Paper & Tissue One Show, we effectively utilized email campaigns, reaching thousands of potential attendees and reinforcing our partnerships. Through these campaigns, we doubled our data count and sent hundreds of emails, significantly enhancing our promotional reach.

Social Media Engagement

In the lead-up to the Paper & Tissue One Show, our social media platforms were leveraged extensively. By showcasing our event through consistent branding and engaging posts on LinkedIn, Instagram, and Facebook, we reached hundreds of thousands of individuals organically. These platforms allowed us to increase visibility and build momentum for the event.



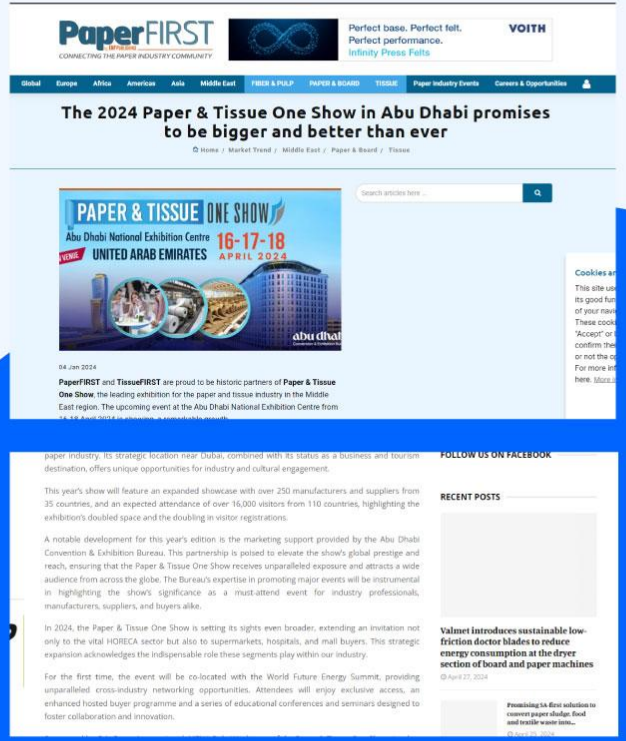


ADNEC Venue Branding

Throughout the ADNEC venue, the Bureau's logo was strategically placed on banners, signs, and digital displays, providing continuous exposure to thousands of attendees and highlighting their essential role in the event.

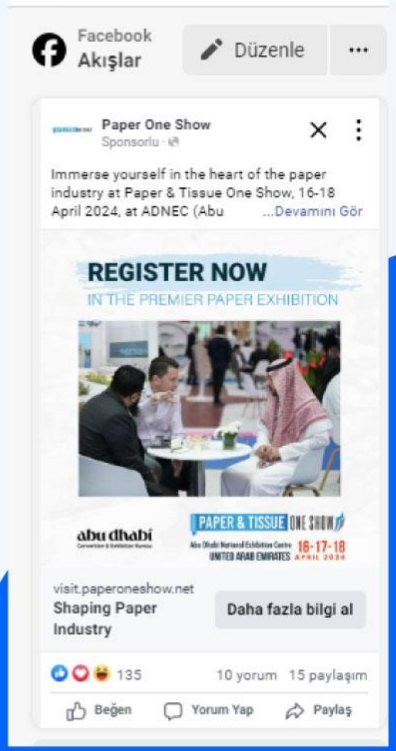
Press Releases

We promoted the show throughout the year by issuing numerous press releases across our many media partners. This extensive coverage helped increase awareness and visibility of the event.



Digital Advertising

We utilized Google Ads, 10 Times, Meta, LinkedIn ads, and numerous industry publications to promote the show throughout the entire year, not just in the lead-up to the fair. Our digital advertising campaigns reached millions of paper professionals worldwide, effectively spreading awareness and promoting the event.



21,168,040 IMPRESSIONS
ACHIEVED THROUGH ADVERTISING

Our digital advertising campaigns successfully incorporated the Abu Dhabi Convention Bureau's logo, achieving a remarkable total of 21,168,040 impressions across various digital platforms. This extensive reach helped to amplify the visibility of the Bureau's support and underscored the global scale of our event. These efforts significantly contributed to enhancing attendee interest and participation, demonstrating the effectiveness of our strategic advertising initiatives.

Testimonials

To see the testimonials please click here

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THANK YOU