

Pulp & Beyond

14–17 April 2026 | Messukeskus
Helsinki Expo and Convention Centre, Finland

Nordic Arena for Forest-Based Bioeconomy

Conference Programme & Event Outline



PUUNJALOSTUS-
INSINÖÖRIT
Finnish Forest Products
Engineers' Association

MESSUKESKUS
The real social media

Main
Stage



Forest-Based Bioeconomy in Transition – Growth Opportunities Await Bold Innovators

Finland's forest-based bioeconomy is entering a new phase as shifts in the traditional pulp and paper industries open the door to new EU-wide opportunities. These emerging opportunities, along with the sector's current challenges, will be central themes at Pulp & Beyond 2026, held at the Helsinki Expo and Convention Centre from 14 to 17 April 2026.

The forest-based bioeconomy remains the backbone of Finland's bioeconomy, yet the sector is currently facing multiple challenges. Across the EU, the forest-based bioeconomy faces the same pressures seen in Finland: the chemical forest industry continues to struggle with weak demand, oversupply, and rising production costs, keeping markets uncertain. Europe's construction slowdown and geopolitical tensions – ranging from trade restrictions to raw material availability – further strain timber markets and export prospects.

NAVIGATING EU CLIMATE POLICIES: BALANCING SUSTAINABILITY AND COMPETITIVENESS

At the same time, EU climate and sustainability policies underscore the strategic role of forest-based bioeconomy in the green transition. Through renewable materials, carbon-storing products, and bioenergy, the forest sector contributes to reducing emissions and enhancing resource efficiency. Legislative frameworks such as the EU Forest Strategy

2030, RED III, and the LULUCF Regulation guide forest use toward climate resilience, though they also introduce regulatory complexity that may affect competitiveness and investment. Achieving a balance between climate goals, biodiversity protection, and economic viability will require coordinated action and innovation across sectors.

COLLABORATION AND INNOVATION AS DRIVERS OF SUSTAINABLE GROWTH

Despite the challenging market conditions, new business opportunities are emerging in response to national and EU-wide goals. Now more than ever, the forest-based bioeconomy sector needs collaboration, bold investments, and fresh innovations to support sustainable growth. Building a resilient future calls for close dialogue between industry, research, startups, and policymakers.

The future of forest-based bioeconomy increasingly relies on high value-added products such as bio-

based packaging, textiles, and construction materials. For example, Finland's bioeconomy strategy aims to double the sector's value added by 2035, with forest-based bioeconomy playing a central role in achieving this goal.



Despite the challenging market conditions, new business opportunities are emerging //



Pulp & Beyond offers a unique and timely platform for this dialogue, collaboration, and innovation – a place to share expertise, forge new partnerships, and shape a more sustainable and competitive future together. After all, can we afford to miss this opportunity?

WHAT CAN YOU EXPECT FROM PULP & BEYOND 2026?

Key facts from the 2024 event

**8,053
VISITORS**

The event welcomed a total of 8,053 visitors.

**OVER 80
SPEAKERS**

Over 80 esteemed speakers took the stage at Pulp & Beyond.

Overall satisfaction among visitors and exhibitors was strong, with an average rating of 3.83 out of 5

**3.83
out of 5
SATISFIED**



188 exhibitors showcased their offerings – 50% were based in Finland, and 50% represented companies from all around the world.

**50
NATIO-
NALITIES**

Visitors came from an impressive 50 different nationalities.

**188
EXHIBITORS**

EVENT OUTLINE

TIME	TUESDAY 14 April CONFERENCE 8:45–17:00 (No Exhibition)			WEDNESDAY 15 April EXHIBITION 9:00–18:00
8:00	8:00–8:45 Registration and morning coffee			8:00–9:30 Joint-breakfast event with Pulp & Beyond, ChemBio Finland and Helsinki Chemicals Forum
9:00	8:45–10:00 Conference Opening / 103AB			
10:00	10:00–10:30 Coffee break			10:00–10:30 Opening ceremony, Main stage
11:00	10:30–12:00 TRACK 1: Artificial intelligence as a game changer and risk factor	TRACK 2: Techno- logies aiding forest industry towards carbon zero	TRACK 3: Packaging innovations leading the way for a sustainable future	10:00–16:00 Main stage programme 10:00–16:00 Speaker's corner programmes Main stage programme will be published in January 2026
12:00	12:00–13:30 Lunch			
13:00				
14:00	13:30–15:00 TRACK 1: Future energy solutions enhancing efficiency and competitiveness	TRACK 2: Increasing yield and value with ligning valorisation	TRACK 3: Nordic Textile Fibre Day, part 1: driving responsible lifecycle management in textiles	
15:00	15:00–15:30 Coffee break			
16:00	15:30–17:00 TRACK 1: Learnings from large investment projects	TRACK 2: Forest industry side-streams enabling sustainable growth zero mills.	TRACK 3: Nordic Textile Fibre Day, part 2: Driving the circle of life in textiles	16:00–18:00 AFTERWORK AT THE BOOTHS
17:00	17:00–18:30 Networking cocktails			
18:00				18:00–20:00 EVENING PARTY AT THE MAIN STAGE
19:00				
20:00				Together with CHEMBIO FINLAND

TRACK 1: Factory of the Future

TRACK 2: Novel future technologies towards circularity and lower emissions

TRACK 3: New innovative wood-based products

TIME	THURSDAY 16 April EXHIBITION 9:00–16:00	FRIDAY 17 April EXCURSIONS 8:00–17:30 (No Exhibition)	
8:00	8:00–9:45 PI Annual Meeting (invitation only)	TWO PARALLEL EXCURSION OPTIONS EXCURSION 1: Kemira Innovation Centre (Espoo) + SAPPI Kirkniemi Paper Mill (Lohja) EXCURSION 2: Stora Enso Headquarters (Helsinki) + ABB (Helsinki) kemira sappi storaenso ABB  Sappi Kirkniemi mill	
9:00			
10:00	10:00–16:00 Main stage programme		
11:00			10:00–16:00 Speaker's corner exhibitor presentations
12:00			Learn more about Main stage programme at pulpandbeyond.com
13:00			
14:00			
15:00			
16:00			
17:00			
18:00			
19:00			
20:00			

CONFERENCE PROGRAMME | Tuesday 14 April 2026

8:00–8:45 Coffee and registration

Conference Opening: Room: 103A

Moderator: Anna Stähle



8:45–9:05 **Keynote: Direction of global economy in the middle of growing uncertainties**
Tuuli Koivu, Chief Economist, Nordea



9:05–9:25 **Keynote: AI as a game changer – learnings from AI-driven deep-tech start-ups to pulp and paper industry**
Mala Valroy, Investment Manager, Industrifonden



9:25–9:45 **Keynote: The forest industry at a crossroads: leading the transformation**
Jussi Vanhanen, President and CEO, Metsä Group

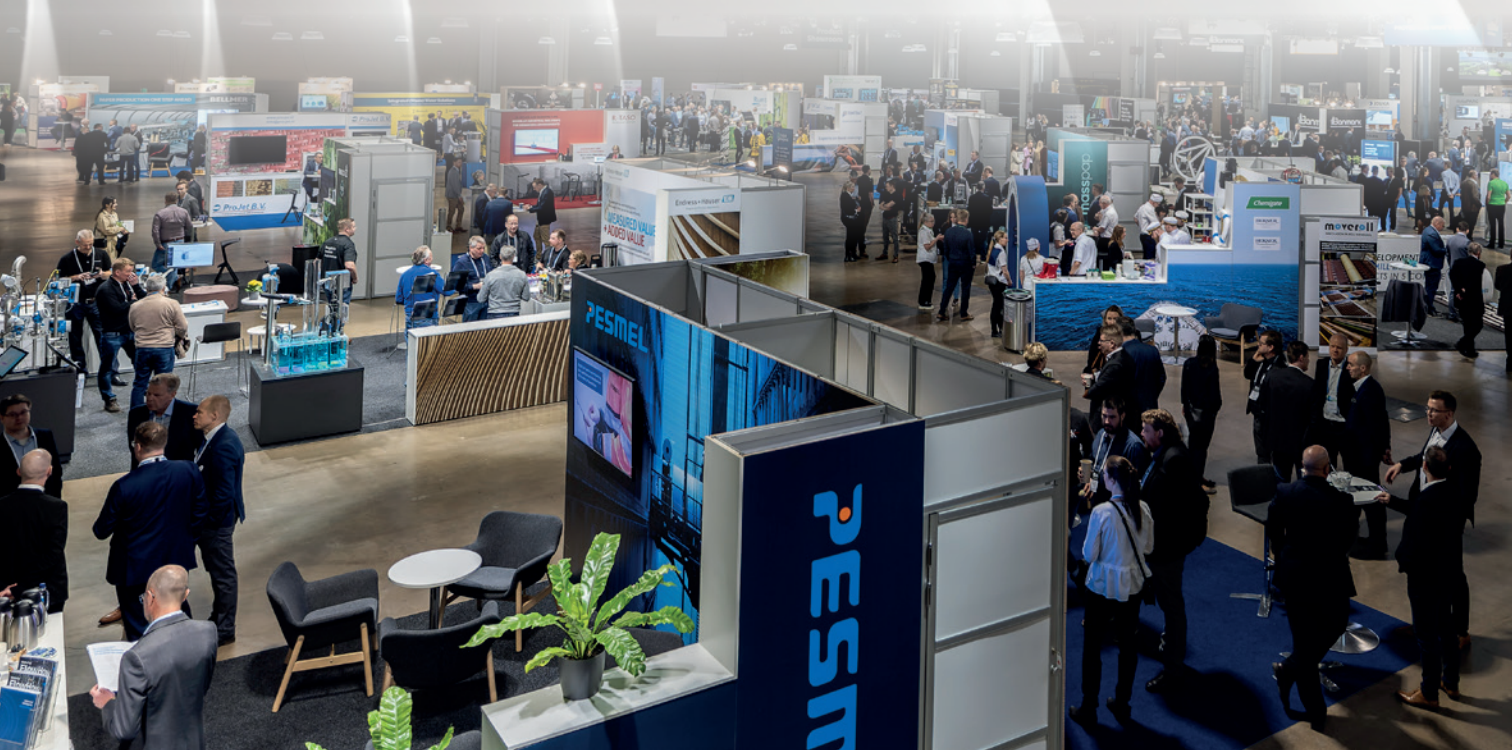


9:45–9:55 **Panel discussion with keynote speakers**

9:55–10:00 **Closing remarks**

Main partner **Valmet**
FORWARD

In cooperation with **SULZER**



Changes are possible

Session 1: Artificial intelligence as a game changer and risk factor

10:30 Chair's opening

Mika Karaila, Research Director, Valmet Automation

10:40 Operational Excellence and Industrial AI as the core for sustainable profitable growth

Antti Rantanen, Principal, Efeso Nordics

11:00 From Intelligence to Impact:

How AI is redefining the role of both the process and the worker

Tyron Vardy, Global Portfolio Manager for Business Line Digital, ABB Process Industries

11:20 Improving safety and mill operations with AI/digitalization

Marjo Santanen, Mill Director, Billerud

11:40 Developing word-class mill operations with digitalisation and AI

TBD

12:00–13:30 Lunch



Mika Karaila



Antti Rantanen



Marjo Santanen



Tyron Vardy

Session 2: Future energy solutions enhancing efficiency and competitiveness

13:30 Chair's opening

Harri Kiiskinen, Principal Scientist, VTT Technical Research Centre of Finland Ltd

13:40 Improving energy efficiency with state of art water dewatering technology – case Papierfabrik Palm GmbH & Co. KG

Felix Hiller, Head of Project Technology, Palm

14:00 CO2 free tissue production using renewable hydrogen

Olli Härkönen, Technical Area Director Sustainability & Digitalization, Essity

14:20 Reducing emissions and improving carbon capture efficiency with new pre-treatment technology

Lari-Matti Kuvaja, Director, Environmental Systems, Valmet

14:40 How smarter processes drive energy savings – case microfibrillated cellulose

Sirpa Välimaa, Head of Business Segment, Pulp, Paper and Board, Sulzer

Juha Salmela, CTO, Spinnova

15:00–15:30 Coffee break



Harri Kiiskinen



Felix Hiller



Olli Härkönen



Lari-Matti Kuvaja



Sirpa Välimaa



Juha Salmela

Session 3: Learnings from large investment projects

15:30 Chair's opening

Outi Suomi, Vice President, Project & Construction Management, AFRY

15:40 Shaping the bioeconomy with renewable carbon solutions – case Leuna

TBD, UPM Biochemicals

16:00 Creating an over million ton renewable packaging integrate: lessons learned and next steps

Matti Lielähti, Oulu Business Unit Director, Stora Enso

16:20 Learning from a mega-scale pulp mill project: case Suzano Ribas do Rio Pardo, Brazil.

Jarno Nymark, Member of the Executive Board, Pulp & Paper, ANDRITZ

16:40 Building a CO2 neutral crude methanol production unit to a pulp mill: learnings and next steps

Janne Rantala, Vice President – Biofuels and Green Chemicals, Veolia



Outi Suomi



Matti Lielähti



Jarno Nymark



Janne Rantala

Novel future technologies towards circularity and lower emissions

Session 1: Technologies aiding forest industry towards carbon zero

10:30 Chair's opening

Henrik Grönqvist, Director e-MeOH, ANDRITZ

10:40 Key takeaways from the Emission Free Pulping: most promising initiatives

Per Tomani, Director Research & Business Development, RISE

11:00 Technology readiness and policy readiness for biogenic CO₂: are we ready for turning emissions to value products?

Henna Poikolainen, Director, Head of Renewable Fuels & Chemicals, AFRY

11:20 Capturing biogenic CO₂ in pulp mills: only a dream or a large-volume future business?

Kaija Pehu-Lehtonen, Project Director, SVP, Metsä Group

11:40 Capturing and refining biogenic CO₂ – a case for a Swedish pulp and paper mill

Becky Gardiner, Vice President, Project Engineering, Svante Technologies

12:00–13:30 Lunch



Henrik Grönqvist



Per Tomani



Henna Poikolainen



Kaija Pehu-Lehtonen



Becky Gardiner

Session 2: Increasing yield and value with lignin valorisation

13:30 Chair's opening

Anna Kalliola, Principal Scientist, VTT

13:40 Vast opportunities with lignin – latest on lignin research

Mika Sipponen, Associate Professor, Stockholm University

14:00 Implementing the world's largest lignin extraction investment: Case Södra Mösterås

Viktor Odenbrink, Sales Director Bioproducts, Södra

14:20 Lignin for sustainable batteries

TBD, Head of sustainable batteries, Stora Enso

14:40 Pioneering lignin extraction and research in South America – what next?

Francisco Razzolini, Director of Industrial Technology, Innovation and Sustainability, Klabin

15:00–15:30 Coffee break



Anna Kalliola



Mika Sipponen



Viktor Odenbrink



Francisco Razzolini

Session 3: Forest industry side-streams enabling sustainable growth

15:30 Chair's opening

Monika Österberg, Professor, Aalto University

15:40 Circular solutions creating profitable sustainable business

Minna Halme, Professor, Aalto University

16:00 Towards a commercial scale with Designed Enzymatic Biomaterial™(DEB) technology platform

Sampo Lahtinen, Executive Vice President, Research & Innovation, Kemira

16:20 SuperBark – review of bark valorisation opportunities

Marc Borrega, Principal Scientist, VTT

16:40 Replacing plastics with sustainable polymers from hemicellulose

Petri Oinonen, CEO and founder, Ecohelix



Monika Österberg



Minna Halme



Sampo Lahtinen



Marc Borrega



Petri Oinonen

TRACK 3 (room 208)

New innovative wood-based products

Tuesday 14 April 2026

Session 1: Packaging innovations leading the way for a sustainable future

- 10:30 **Chair's opening**
Herwig Kirchberger, Managing Director, Delsci
- 10:40 **Fiber and paperboard technologies – sustainable packaging solutions**
Marianne Jutila, Head of Product Management & Strategic Marketing, Huhtamaki
- 11:00 **Developing new fibre-based packaging solutions with analytical tools**
Julie Gannon, VP Innovation, Smurfit WestRock
- 11:20 **Customer-driven innovation and product development case examples**
Michael Strobl, Director Innovation, Product Development, MM Group
- 11:40 **Sustainable packaging solutions with biofoams**
Susanna Partanen, CEO, Woamy Oy
- 12:00–13:30 **Lunch**



Herwig Kirchberger



Marianne Jutila



Julie Gannon



Michael Strobl



Susanna Partanen

Session 2: Nordic Textile Fibre Day, part 1 Accelerating growth in textile fibres

- 13:30 **Chair's opening**
Stefan Winklehner, Business Creation Manager for Textile Fiber Additives, Kemira
- 13:40 **Market overview MMFC/textile fibers**
Lutz Walter, Secretary General, The European Technology Platform for the Future of Textiles and Clothing
- 14:00 **Textile fibre from paper-grade pulp: recent updates of Kuura project**
Niklas von Weymarn, CEO, Metsä Spring
- 14:20 **Positioning the market/changing the market**
Christian Gschwandtner, Head of Marketing Intelligence and Economic Affairs, Lenzing
- 14:40 **Wood goes Textile – Biopolyester for Circular Textile Economy**
Mikko Lassila, Director, New Business Development, UPM
- 15:00–15:30 **Coffee break**



Stefan Winklehner



Lutz Walter



Niklas von Weymarn



Christian Gschwandtner



Mikko Lassila

Session 3: Nordic Textile Fibre Day, part 2 Driving the circle of life in textiles

- 15:30 **Chair's opening**
Heli Kangas, Development Manager, Valmet
- 15:40 **Landscape, market angle, end of life, examples on R&D**
Taina Kamppuri, Research Team Leader, VTT Technical Research Centre of Finland
- 16:00 **Recycling textile fibres**
Jonatan Janmark, CEO, Circulose
- 16:20 **Digital passport**
Suvi Haimi, CEO, Ovido
- 16:40 **Brand owner view on sustainable textiles**
TBD



Heli Kangas



Taina Kamppuri



Jonatan Janmark



Suvi Haimi

SOCIAL EVENTS

CONFERENCE NETWORKING DRINKS

DATE AND TIME Tuesday 14 April, 17:00–18.30

PLACE Café Lilla Strindberg

For conference and invited guests only
No separate registration required.

JOINT-BREAKFAST EVENT WITH PULP & BEYOND, CHEMBIO FINLAND & HELSINKI CHEMICALS FORUM

DATE AND TIME Wednesday, 15 April, 8:00–9:30

PLACE Meeting room 103

Registration required



EXHIBITION OPENING CEREMONY

DATE AND TIME Wednesday, 15 April, 10:00–10.30

PLACE Messukeskus, Hall 5 – Main Stage

AFTER THE EXHIBITION: FINNISH WAPPU CELEBRATION

DATE AND TIME Wednesday, 15 April, 18:00–20.00

PLACE Messukeskus, Hall 5 – Main Stage

After the exhibition day, it's time to get into the festive spirit of **Finnish Wappu**! Join us for a joyful celebration filled with traditional Finnish May Day vibes, completed with brass band music and delicious treats. The event takes place at **Hall 5 – Main Stage** and is **open to everyone. Free entry – welcome!**

The evening party
is a joint event with
ChemBio Finland.



PI ANNUAL MEETING

DATE AND TIME Thursday 16 April, 8:30–10:00

PLACE room 203 AB

PI members only

PULP & BEYOND PAID PROGRAMME PRICES

Early bird -10 % discount
valid until January 31.

Students get
-50% discount
on the Conference fee.



Get your
tickets
and register!

PULP & BEYOND EXHIBITION, on 15–16 April

Register as visitor

Free of Charge

FULL PULP & BEYOND CONFERENCE, on 14 April

all tracks 1, 2, and 3.
Incl. full Conference Proceedings, both printed and digital

€460 (+VAT)

ONE TRACK ONLY, on 14 April

incl. only digital Conference Proceedings of the selected track

€295 (+VAT)

EXCURSION 1 OR EXCURSION 2, on 17 April

€75 (+VAT)



PULP & BEYOND IS ORGANISED AT THE SAME TIME WITH
the leading Nordic chemistry and biotechnology event ChemBio Finland

EXCURSIONS – TWO PARALLEL OPTIONS

DATE AND TIME Friday 17 April, 8:30–17:00

On the final day of the event, participants can choose between two exciting excursions that offer a closer look at Finland's forest industry and innovation landscape:

EXCURSION 1:

Visit to **Kemira Innovation Centre** in Espoo and **SAPPI Kirkniemi Paper Mill** in Lohja.



KEMIRA INNOVATION CENTER IN ESPOO – PIONEERING GREEN CHEMISTRY

Kemira's new Innovation Center in Finnö, Espoo, is located at the heart of the EriCa Green Chemistry Park. It continues over 50 years of chemistry research at the site, now in modern and sustainable facilities. Around 150 experts develop renewable solutions for water treatment and fiber-based processes and products, helping reduce plastics and conserve water, energy, and raw materials while advancing circularity. The EriCa Green Chemistry Park provides a unique ecosystem that brings together industry, startups, and research institutions to drive sustainability and collaboration.



SAPPI KIRKNIEMI PAPER MILL

Located in Lohja, Finland, Sappi Kirkniemi Mill produces exceptional coated paper for heatset web offset printing serving mainly the high-volume print market. Our two paper machines have the capacity to produce 575,000 tons per annum of high-quality Galerie and Magno web papers, which are tailored to high-quality publishing and advertising end-uses. Kirkniemi Mill also produces 300,000 tons per annum of bleached mechanical pulp for its own consumption.

EXCURSION 2:

Visit to **Stora Enso Headquarters** in Helsinki and **ABB** in Helsinki.



STORA ENSO HEADQUARTERS, KATAJANOKAN LAITURI

In autumn 2024, Stora Enso moved into its new headquarters located in Katajanokka. Katajanokan Laituri is Finland's largest mass timber building. While the structure showcases Stora Enso's wood products and solutions, it also serves as a landmark of sustainable architecture and low-carbon construction. Katajanokan Laituri has received several awards, including the Architecture Finlandia Prize in 2025.



ABB FINNISH HEADQUARTERS AND FACTORY

ABB's Finnish headquarters, the Tellus Building, is located in Pitäjänmäki, Helsinki. In Finland, ABB is one of the country's largest industrial employers and the largest in the Helsinki metropolitan area. The factory located next to the headquarters manufactures and is responsible for motors, generators, frequency converters, robots, CPM energy management systems, and paper machine drive solutions, as well as global ABB Ability™ platform development and Motion Service.

Both excursions provide valuable insights and networking opportunities in inspiring environments. More details available at www.pulpandbeyond.com

STUDENT AFTERNOON / THURSDAY 16 APRIL

Welcome to a special afternoon designed just for students interested in the future of the forest-based bioeconomy! On Thursday 16 April, Pulp & Beyond invites students to explore the event in a fun and inspiring way.



KEYNOTE SPEAKER: Frank Martela

Philosopher and researcher Frank Martela will deliver an engaging keynote on the theme of purpose, motivation, and meaningful work – a must-hear for anyone thinking about their future career path.



Frank Martela

EXPLORE WITH THE STUDENT MAP

Grab your Student Orienteering Map and embark on an interactive journey through the exhibition halls! Discover companies, meet professionals, and collect insights by visiting marked booths. This is a great opportunity to network, learn, and have fun while navigating the world of bioeconomy innovation.

FOREST INDUSTRY TALENT – THIS AFTERNOON IS FOR YOU

Come get inspired and connect with the industry shaping the future!

Pulp & Beyond

Nordic Arena for

Forest-Based Bioeconomy

WELCOME TO PULP & BEYOND 2026!

Explore more, get your conference tickets or register for free

