



**E. J. KRAUSE &  
ASSOCIATES, INC.**



<http://www.ejkrause.com>

---

## FOR IMMEDIATE RELEASE

**CONTACT: Britny Hall, EJK, 301-493-5500  
Kristin McKechnie, Adforum  
+46 765 279733**

[hall@ejkrause.com](mailto:hall@ejkrause.com)  
[Kristin.Mckechnie@adforum.se](mailto:Kristin.Mckechnie@adforum.se)

## **E.J. Krause & Associates, Inc. forms strategic partnership with Adforum to produce the CHINA PAPER series of exhibitions**

*Bethesda, MD and Stockholm, Sweden, September 8, 2009* □ E.J. Krause & Associates, Inc. producers of the CHINA PAPER/CHINA FOREST conference and exhibition held biennially in Beijing and the CHINA PAPER SHANGHAI conference and exhibition, held biennially in Shanghai, have agreed to form a strategic partnership with Adforum, the Stockholm based organizers of the internationally known PulPaper conference and exhibition in Helsinki and SPCI conference and exhibition in Stockholm.

In its 17 edition, CHINA PAPER is recognized internationally as the most comprehensive exhibition and conference for China's Pulp, Paper and Paper making machinery and materials tradeshow in China. Over 6,000 visitors and over 400 exhibiting companies will join together at CHINA PAPER/CHINA FOREST 2009 to form the most complete demonstration of innovations across the paper making industry in China.

□ We are pleased to be a partner in this event. □ said Bjorn Delin, CEO, Adforum. □ CHINA PAPER has long been an important meeting place for the Chinese paper manufacturing industry and it provides a strategic venue for Adforum to continue its goal of strengthening alliances in the paper industry. □ he added.

□ We believe that this strategic partnership, along with our various Chinese supporting organizations will add growth and value to China Paper. □ said Ned Krause, President & CEO, E.J. Krause & Associates, Inc., organizers of CHINA PAPER. □ We hope this is the beginning of a beneficial relationship for both our organizations. China's market sector continues to grow and we believe CHINA PAPER as the leading event in the marketplace will assist in the development of China's paper industry.

*Founded in 1984, E.J. Krause & Associates, Inc. (EJK) (<http://www.ejkrause.com>) is one of the largest privately owned exhibition management companies in the United States. EJK is recognized worldwide as a major organizer of exhibitions and conferences. Headquartered in Bethesda, Maryland, just outside of Washington, DC, EJK has 11 offices across four continents. EJK's offices include Mexico City, Beijing, Hong Kong, Dusseldorf, Paris, Tokyo, Moscow, Seoul, Madrid, St. Petersburg and Washington, DC. As a worldwide trade show and conference organizer, EJK produces over 60 events in 16 different industries such as food and beverage, sports, manufacturing, construction, telecommunications, IT, petroleum, paper and forestry, environmental and power transmission.*

*Founded in 1968, Adforum is the world's leading organiser of exhibitions for the global pulp and paper industry. The company currently organises the world's largest exhibitions, the SPCI exhibition in Stockholm and the PulPaper exhibition in Helsinki. Adforum has also worked with several international pulp & paper associations over the years.*

###