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## SECTORIAL INTELLIGENCE: STRATEGIC INFORMATION

A specialized production chain like that of the pulp and paper sector, which involves high technology, complex processes and a high level of technical knowledge, requires managing information in a strategic manner. Treating data effectively to produce knowledge is indispensable for manufacturers and suppliers to achieve results, having also become an important task on the part of entities that represent this industry, such as ABTCP.

Decisions need to be based on high value information. Otherwise, the success of results is compromised, with no sustainable perspective. It was based on this premise for industry competitiveness that ABTCP recently structured the Sectorial Intelligence area in its strategic plan.

For such, as of 2010, we joined the activities of the Technical Committees and Technical Events within the Sectorial Intelligence area, adding more value to the work developed. Technical knowledge is now processed in a more effective manner in ABTCP's various forums. The technical committee meetings became roundtables for discussing specific themes with the participation of experts on matters that are strategic to the sector's growth.

The main objective? To generate positions to then be deployed in different projects of strategic nature, such as reducing the specific consumption of water and energy, reducing greenhouse gas emissions, boosting productivity, increasing competitiveness of paper and a wide variety of environmental matters. This scenario was the backdrop of activities conducted by the Environmental, Pulp, Paper, Engineering and Maintenance, Process Automation and Control, Occupational Health and Safety, Recovery and Energy and Climate Change Technical Committees.

Workgroup debates, composed of technical committees and representatives from the sector, also included an analysis of product lifecycle, water footprint, energy efficiency, review of NR-13 and CONAMA resolution on air emissions, among other issues. The position papers were the technical foundation for defending the industry's interests before various government agents and society.

To exemplify a few positioning results, we have

the Paper Competitiveness Report, Energy Efficiency Mechanisms in Pulp and Paper and the publication called *Insertion of the Pulp and Paper Sector in the Context of Implementing Global Efforts to Stabilize Climate*. With this, the Sectorial Intelligence area became responsible for publishing technical guides, such as the *List of Manufacturing Companies*, *Cleaner Production Guide and Paper Machine Indicators - a Performance Reference Guide*.

Additionally, it began supporting the publication of Eucalyptus Online Book & Newsletter and PinusLetter, prepared by our friend Celso Foelkel, with the objective of disseminating knowledge about our main natural assets. Likewise, ABTCP's Sectorial Intelligence area, in partnership with Bachmann & Associados, is a reference in producing benchmarking reports on pulp and paper production performance indicators, gathering information from companies in Brazil and abroad that is indispensable to the competitiveness of our industry in the areas of production, maintenance and occupational safety, among others.

To conclude this presentation about what ABTCP's Sectorial Intelligence area does, it is important to point out the technical events held this year, such as the Latin American Recovery Boiler Congress and the Occupational Health and Safety Seminar, where specialists from the sector met to discuss and exchange experiences that will facilitate mill operations. We must also not forget to mention ABTCP's technical library, which contains more than 10,000 titles totally digitalized and available to members.

In 2012, the Sectorial Intelligence area will take on the challenge of organizing the 45th Pulp and Paper International Congress together with Ciadicyp and address the main challenges in terms of lignocellulosic materials, pulp and paper, as well as restate the importance of this event in the international scenario. There is still a lot to be done in terms of sectorial intelligence, perceived as an area that generates strategic information, but I believe that the foundation for building a highly valuable technical piece of work for the pulp and paper sector has already been concluded. ■