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## INTERNATIONAL CEOs ROUNDTABLE TO BE HELD IN BRAZIL

The sixth edition of most important meeting of the forest base industry in the world – ICFPA International CEOs Roundtable – will be held June 6 in São Paulo, Brazil. As an initiative of the International Council of Forest and Paper Associations (ICFPA), of which Bracelpa is an active member, the event will bring together CEOs from the most important markets to discuss the sector's future.

Themes such as innovation and transformation in this industry, the multiple uses of forests, challenges in the years to come and government policies that can affect the development of the sector will all be part of the debate agenda.

The importance of the CEOs Roundtable is mainly due to its global character, since its participants represent 42 associations that comprise ICFPA. The issues and concerns proposed encompass different scenarios of the pulp and paper industry and of other forestry products, in each country, revealing their convergence points while also encouraging the exchange of successful experiences.

The meeting is being organized by Bracelpa with ICFPA's support. The expectation is to join industry representatives from various continents, particularly Asia, Europe, North America and South America. For such, in addition to the importance of the debate, the location of the meeting itself is another important attraction.

Brazil, particularly, and South America as a whole have received new investments from foreign countries who perceive the region as having growth potential and offering business expansion opportunities. Within this context, the executives present at the event will also have the opportunity to become acquainted with the operations of some of the most important Brazilian pulp and paper companies.

CEOs will have the opportunity to visit member companies and learn about technologies being applied in Brazil's planted forests, ongoing research to further improve forest base productivity, industrial processes, as well as sustainability programs, which constitute a key competitive advantage of Brazil's industry in relation to other markets.

### Content

The recommendations made at the last meeting in Montréal – Canada, in May 2011, will be the foundation for debates, and

may lead to common policies or global actions in favor of forests and the industry. Some of the most important decisions include, for example, the approach towards governments, which must preserve competitiveness, ensure jobs and progress in terms of environmental performance.

Bioeconomy is perhaps the issue that takes on greatest relevance in the global scenario. The sector agrees that an important market is being formed for nontraditional products made of wood, further expanding opportunities for the forest industry and valuing pulp even more. In this sense, certification bodies will play an important role in terms of monitoring the development of new technologies and advances in the multiple uses of forests that will lead to the creation of new finished goods.

This is an always-recurring matter, since it is associated to global population growth, the dispute for land and natural resources and, consequently, has greater appeal over themes such as sustainability and technological evolution, especially in emerging markets.

Also within this context, biotechnology and nanotechnology can be excellent solutions to satisfy the growing global-demand for pulp. And this requires involvement on the part of various agents, such as the scientific community, for example, as well as industries and governments. The sector must be capable of anticipating opportunities to further perfect productivity in the pulp and paper industry, with socioenvironmental issues being a crucial point in this process.

### Valued Practice

ICFPA has just approved the creation of a task force within the entity, which will be dedicated to creating a Planted Forest Global Agenda, a project developed by Bracelpa that received considerable repercussion in other countries such as Japan, New Zealand, South Africa and Australia, among others. With this action under Bracelpa's leadership, member countries will have the opportunity to suggest, discuss and work on themes exclusive to planted forests in the world. The objective is to share experiences and seek the best solutions for mutual problems. ■