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PULP AND PAPER: PRODUCTION AND EXPORT REVENUES INCREASE IN 2013

Brazilian pulp and paper production in 2013 grew 7.3% and 1.6%, respectively, in relation to 2012. 15 million tons of pulp and 10.4 million tons of paper were produced between the months of January and December.

Exports for the sector totaled US\$ 7.1 billion for the year, representing a 7.5% increase over 2012 figures. 9.4 million tons of pulp and 1.8 million tons of paper were exported. Europe continued being the main destination for Brazilian pulp, accounting for approximately 40% of the product's external revenues, followed by China and North America, with roughly 30% and 20%, respectively.

In terms of paper, accumulated export revenues registered a 1% increase in comparison with the year before, totaling US\$ 1.9 billion. Latin America continued being the main market for the product, accounting for approximately 56% of revenues, followed by Europe and

North America, responsible for 14% and 13%, respectively. Shipments to North America grew 35% in the year.

Paper sales in the domestic market amounted to 5.7 million tons, representing a 2.9% increase in the year compared to 2012, indicating stability in the Brazilian market.

Throughout 2013, the sector made considerable progress in its fight to combat the illegal use of tax-exempt paper, earmarked for the production of books, newspaper and magazines. The labeling requirement on packaging of this paper, the commitment of the production chain towards the initiative and, especially, the nationwide expansion of the Payment and Control System of Tax-Exempt Paper Operations (RECOPI) were the most important factors. In the case of RECOPI, the sector hopes that state governments implement the system as soon as possible in order to eliminate all gaps in its illegal use. ■

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