



CHANGING OF THE GUARDS

Twenty-nine years ago, Tom Bird attended his first BIR convention. 'Three things have not changed ever since: my family, my football club and the strong relationship to BIR,' he told the world recycling organisation's conference in Singapore where he was elected the new president.

Bird succeeds Ranjit Baxi, who had been president of BIR for four years. The new president thanked his predecessor for his 'excellent' work during his leadership and expressed gratitude to be at the head of 'such an important' international organisation. 'BIR is long established as the sole, truly international, recycling federation,' he said. 'I am honoured to be serving its more than 750 member companies and national recycling federations in the coming years.'

Tom Bird is ceo of Chiho Environmental Group which is headquartered in Hong Kong and claims to be one of the world's largest metal recycling companies. Prior to his appointment, he had been BIR treasurer and member of the organisation's executive committee for three years.

Bird has held several leading long-term positions in BIR, including interim president of the ferrous division and chairman of the internal audit committee. He also served as president of EFR, the European Ferrous Recovery and Recycling Federation.

Bird has more than 30 years' experience in metal recycling, starting out in the family business The Bird Group, and acting in senior positions in companies such as Liberty Metal Recycling, Van Dalen and Sims Metal Management.

emphasising a need to find 'a common approach' and to 'build new value chains'. According to Alssema, this new economy was definitely coming to 'the developed and developing world.'

Brian Shine, chair of the US Institute of Scrap Recycling Industries (ISRI), called for a push to ensure product manufacturers do more to promote design for recycling.

Alssema agreed, noting that global plastics consumption was continuing on a strong growth curve and co-operation over issues such as design for recycling was essential. 