

BIR is the international trade association of the recycling industries. Around 70 countries are represented through their national trade associations and individual companies which are involved in recycling. BIR comprises four commodity divisions: iron and steel, non ferrous metals, paper and textiles, and has three commodity committees dealing with stainless steel and special alloys, plastics and rubber. BIR's primary goals are to promote recycling and recyclability, thereby conserving natural resources, protecting the environment and facilitating free trade of secondary raw materials.

## PRESS RELEASE

## Appointment of new Chairman of BIR Tyres & Rubber Committee

## Brussels, 19 June 2019



BIR is pleased to announce that Mr Max Craipeau, CEO of Greencore Resources in Hong Kong (previously known as Maxco Industries (HK) Limited), has been appointed as new Chairman of the organisation's Tyres and Rubber Committee.

Mr Craipeau started his activities in the recycling industry over 10 years ago as non-ferrous trader in collaboration with Marc Natan (former President of the BIR Non-Ferrous Metals Division) before launching his own trading business from

Hong Kong in 2011, focusing on scrap rubber and plastics since then.

Mr Craipeau is well known in the tyres and rubber scrap industry, both in Europe and Asia where he has been developing innovative recycling solutions using an extensive network of suppliers and end users.

Greencore has two factories – one in Indonesia and one in Poland – where it processes rubber and plastic scraps into granules, regranulates and compounds to serve its customers globally.



Mr Craipeau is intent on involving more companies from outside the European market to add a global dimension to the Committee's scope of work. "There are many challenges facing the tyres recycling industry worldwide", he contended. "The BIR Tyres & Rubber Committee is the ideal forum to further develop our strategies and actions."

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