

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

BIR launches Spanish and Chinese version of website

Brussels, 11 September 2013

The Bureau of International Recycling is pleased to announce that its website's static pages have been translated into Spanish and Chinese and will go live today.

As BIR membership is expanding and will continue to grow in the coming years, and in preparation of the 2014 World Recycling Convention & Exhibition in Miami, a large portion of the BIR website was translated into Spanish to reach out to Latin American countries. In the same line of thought, a translation into Mandarin was established, as Chinese companies and associations are becoming an important part of BIR membership.

China and Latin America represent a huge source for recycling business opportunities. BIR would like to offer businesspeople in these regions the possibility to familiarise themselves with BIR and the advantages of being part of a strong international business network. Having access to key information in their mother tongue facilitates their understanding of how BIR functions as an organisation and which benefits a potential membership could bring to their business.

All static pages – including 'About BIR', 'The Industry' and 'Membership' – can be accessed via the respective language icon in the top right corner of the homepage. All dynamic pages such as News/Press, Events and Publications will remain in English in order to keep the up-to-date nature of their contents.

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