## 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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