

PRESS RELEASE

BIR to set sail towards new horizons

Brussels, 3 September 2013

The Bureau of International Recycling steps into a new era of its over 65 year-long history with the departure of long-serving Director General Francis Veys and the takeover of his functions by Alexandre Delacoux.

Mr Delacoux is ready to guide the organisation towards new horizons and is intent on giving fresh impetus to key activities such as convention organisation and membership acquisition. At the recent World Recycling Convention & Exhibition in Shanghai, he presented the BIR Advisory Council with a challenging business plan that will rejuvenate the organisation while maintaining its high level of service and professional expertise.

BIR President Björn Grufman welcomes Mr Delacoux' fresh ideas and dynamic business approach: "Alexandre is a highly capable leader with a proven track record in association management who will not fail to steer BIR towards even greater successes than those achieved in the past."

Mr Delacoux joined BIR at the end of 2012 as General Manager and has been gradually taking over the day-to-day business of the organisation. "BIR is a powerful association with a unique position as sole international voice of the recycling industry", states Mr Delacoux. "I am both humbled and challenged by the successful itinerary of the organisation since its creation in 1948 and I am determined to increase its worldwide impact for the benefit of

BIR – REPRESENTING THE FUTURE LEADING RAW MATERIAL SUPPLIERS

BIR membership and the recycling industry at large. It is crucial that we strengthen the existing structure and continue to provide services, voice and leadership to the industry. I look forward to working with our members, the BIR Advisory Council and the highly professional BIR team.”

President Grufman also pays tribute to the immense achievements of Francis Veys and for leading BIR so successfully for almost four decades. “Francis has been the real mastermind behind the organisation, and BIR’s healthy financial base and its steadily increasing membership is entirely owed to Francis’ excellent stewardship”.

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