

PRESS RELEASE

BIR World Recycling Convention & Exhibition in Hong Kong (22 - 24 May 2017)

Keynote Session:

“A fifty-year recycling perspective - random recollections of a rebellious recycler”

Brussels, 11 April 2017

For this year's **keynote session**, which will take place on **Tuesday, 23 May 2017 at 15.30**, BIR is tapping into the vast knowledge of a man who is amongst the most well-known figures of the global recycling industry.

Mr Michael Lion is a renowned businessman and expert speaker who has shared his extensive experience in the framework of international conferences such as CRU CESCO and Metal Bulletin and at recycling events across the globe.

In his keynote address with the title **“A fifty-year recycling perspective - random recollections of a rebellious recycler”**, Mr Lion will share with attending delegates some anecdotes from his 50 years in recycling, some he says are “well-meaningly controversial and others a little mischievous”!

Mr Lion, who is known for his sharp wit and vast knowledge of the intricacies of the global non-ferrous metals, commodity and financial services industries, began his career as an LME trader before moving into non-ferrous scrap trading. From the beginning, the Asian region and in particular China was a key area of focus for him and he has been based in Hong Kong since 2007.

Michael Lion is the President of Everwell Resources Ltd of Hong Kong as well as President of Lion Consulting Asia Ltd, a company that until September 2016 exclusively consulted to Sims Metal Management Ltd for 18 years. During this time,

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Mr Lion served as Chairman of Sims Metal Management Asia Ltd for eight years and as a member of the Sims Metal Management Ltd's senior global management.

During his career, Mr Lion has been engaged in the metals industry as an executive, principal and former owner of both international scrap and prime trading and LME ring-dealing organizations. He was an original member of the LME secondary aluminium sub-committee that ultimately established the exchange's initial contract in that commodity.

Mr Lion has played a very active role in BIR since 1971 as a fervent advocate of a unified representation of the international recycling industry's interests. Currently, he serves as Chairman of BIR's International Trade Council ITC and member of its Advisory Council. Prior to this, he held various positions, including several mandates as President of the Non-Ferrous Metals Division and Chairman of the Membership Committee. Mr Lion is also a past president of the former British Secondary Metals Association.

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