



**BIR**

Bureau of International Recycling

**BIR is the international trade association of the recycling industries. More than 50 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 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.**

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## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Brussels, 29<sup>th</sup> September 2004**

### **Paper Round-Table at BIR's London Convention: Expert insight into the future for recovered fibre**

An established expert in world recovered fibre developments has agreed to address the Paper Round-Table to be held on Thursday October 28 at BIR's London convention.

**Esko Uutela**, Principal of EU Consulting in Germany, will adopt as his theme  
**'The Outlook for Global Recovered Fibre Markets'.**

EU Consulting is behind the recently-published report entitled 'Globalising Recovered Fibre Markets'. One of its main contentions is that large-scale investment in new recovered fibre-based papermaking capacity, particularly in China and Europe, will underpin a strong increase in world recovered paper demand over the next few years.

Mr Uutela was born in Finland and has worked as a pulp and paper industry consultant for his entire professional career of more than 25 years. He graduated in Marketing from the Helsinki School of Economics in 1976 and from the University of Helsinki (Faculty of Forestry) in 1979.

After working for almost 18 years within a large forest industry consulting company in Helsinki and Munich, Mr Uutela moved to Germany in 1991 and established his own forest

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industry consultancy business EU Consulting at Starnberg, near Munich, in August 1994. Over the last decade, the company has increasingly specialised in offering consultancy services in two sectors: recycled fibre and tissue-making.

Mr Uutela has carried out numerous private client projects and, on a regular basis, has published comprehensive multi-client studies covering tissue industry developments and global recycled fibre markets since the 1980s.

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