



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.

PRESS RELEASE

FOR IMMEDIATE RELEASE

Brussels, 6th April 2004

**BIR World Recycling Convention
(23) 24-26 May 2004
Berlin, Germany
Maritim ProArte Hotel**

More guest speakers confirmed while registration soars

With all-time **record pre-registration figures**, the 2004 BIR Spring Convention is set to become the most successful convention in the history of BIR since its restructuring in 1995.

At more than 6 weeks before the event, over 450 delegates already confirmed their participation and exhausted the convention hotel capacity, making it necessary to extend the pre-booked room allotment to adjacent hotels.

An interesting programme, the overall satisfactory – if not to say buoyant – business climate and Berlin being a convenient and central meeting venue create the ideal framework conditions for a highly successful convention.

Since the Convention's theme is "Accession countries – emerging markets", BIR organises a **workshop on "EU enlargement and its possible impact on the Ferrous and Non Ferrous metals recycling industry"**, which will take place on **Tuesday, 25th May 2004 at 2.30 pm.**

Keynote speaker is **Marcel Genet**, founder and Managing Director of Laplace Conseil, a management firm created in 1995 and specialised in international strategy consulting for the metals, minerals and recycling industries.

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Mr. Genet will cast a critical glance at the middle to long term effects for the recycling industry stemming from the biggest enlargement in the history of the European Union. He is very familiar with the Eastern European markets, having conducted numerous missions for steel, scrap, non-ferrous and mineral leader in his speciality areas such as globalisation, merger & acquisition, risk management and performance improvement.

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