



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

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**BIR Autumn Round-Table Sessions
(26) 27-28 October 2003
Vienna, Austria
InterContinental Hotel**

Stainless Steel & Special Alloys Committee: Can Emerging Europe become the next Growth Engine after China?

Internationally renowned senior market analyst Markus A. Moll will be taking the floor during BIR's next World Recycling Event, the 2003 Round-Table Sessions in Vienna from 26th to 28th October.

In the framework of the Stainless Steel & Special Alloys Committee plenary session on Monday, 27th October at 9.30 am, Mr Moll will be giving an in-depth outlook for stainless steel and speciality steel with a particular focus on emerging Europe and its role as growth engine after China.

Mr Moll is very well known in the stainless steel sector, speaking at recycling events and seminars all over the world. Since 1994, he is Managing Director and Senior Market Analyst with SMR – Steel & Metals Market Research, an Austria-based company providing market intelligence as single and multi client studies to the speciality steel industry in Europe, the USA and Asia.

SMR uses an extensive database to carry out detailed surveys into specific topics defined by their customers to elaborate a complete set of recommendations for strategic action.

BIR has chosen Vienna as backdrop of its Autumn Event as it is the heart of Central Europe and one of the world's most stunning cultural and commercial hubs. In the plenary sessions and workshops, a particular focus will be put on emerging markets and accession countries from Eastern Europe, Russia and Ukraine.

On the eve of the biggest EU enlargement (*) since its creation, BIR as a world organisation provides a unique forum for business contacts with those countries that will fundamentally shape the parameters of international trade. Over 500 businesspeople from the 58 BIR member countries are expected to attend the event and share their wealth of expertise and trading potential.

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(*) The following countries will join the European Union on 1st May 2004 : Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, the Slovak Republic and Slovenia

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