



# Annual Report

09



Bureau of International Recycling



## Calendar of future BIR Conventions

2010

■ (30) 31 May - 2 June

**Istanbul, Turkey**

Swissôtel The Bosphorus

■ (24) 25-26 October

**Brussels, Belgium**

Sheraton Brussels

2011

■ (22) 23-25 May

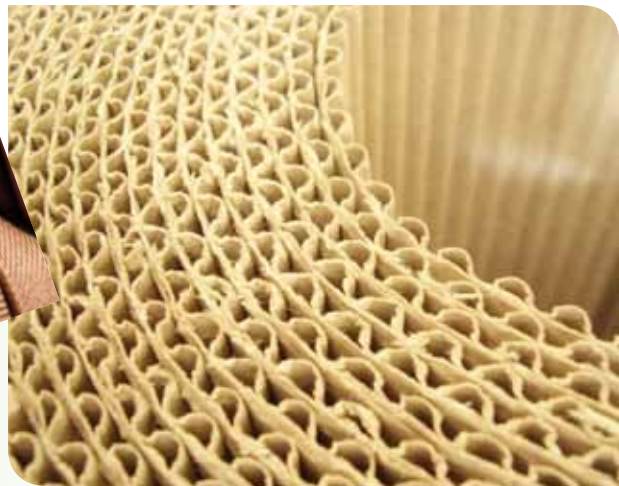
**Singapore**

Shangri-La

■ (23) 24-25 October

**Munich, Germany**

The Westin Grand

Calendar of Future BIR Conventions 32



Dominique Maguin  
BIR President

## A Word from the President

### 危机 The crisis

Never before have we been through such a crisis: collapsing prices; customers that no longer know whether they ought to buy or at what price; bankers that follow excess with prudence; credit insurers who slash companies' credit limits such that it becomes impossible to cover the financial risk attached to our sales. Nevertheless, the great majority of our companies have offered resistance to these developments and have even tried to grow. Should we be surprised? Certainly not, as flexibility and a capacity to adapt are two of the main characteristics of our profession.

In Chinese, the word "crisis" is translated as WEI JI. Astonishingly, this is composed of two ideas: WEI means "danger" and JI means "opportunity"! As is often the case, the Chinese language provides a model of subtlety with which our trade is familiar. WEI JI summarises well our character and our determination. After having overcome the difficulties and avoided the biggest risks, we are left to appreciate the possibilities that will be offered by economic recovery. Calmly and methodically, we must set about rebuilding the margins erased by prices that were too low and volumes that were severely reduced.

More than ever, we need a powerful and active Bureau of International Recycling in order to represent the interests of our companies among the major international and European organisations. And a strong BIR is also needed to ensure that the importance of our activities is recognised and taken into account: our sector is the world's leading raw materials producer and we offer the perfect response to growing global awareness of the need for environmental protection.

In 2007, one year after my election as BIR World President, I told you that I wanted us to work on three projects: the formation of a statistical observatory; an evaluation of the carbon footprint of our activities; and finally, the creation of an International Trade Council. Today, all three of these projects are in place.

- The work of Imperial College London has enabled us to publish an initial study revealing the CO<sub>2</sub> emission savings resulting from our activities.
- The first global statistics relating to our markets will be available at our Istanbul Convention.
- As for our International Trade Council, it has already proven its usefulness and its pertinence all through the difficult months of 2008 and 2009.

During 2009, our Effective (i.e. voting) Members renewed my presidential mandate, and it is with gratitude and passion that I received this proof of your trust. Again, I would like to thank you for this.

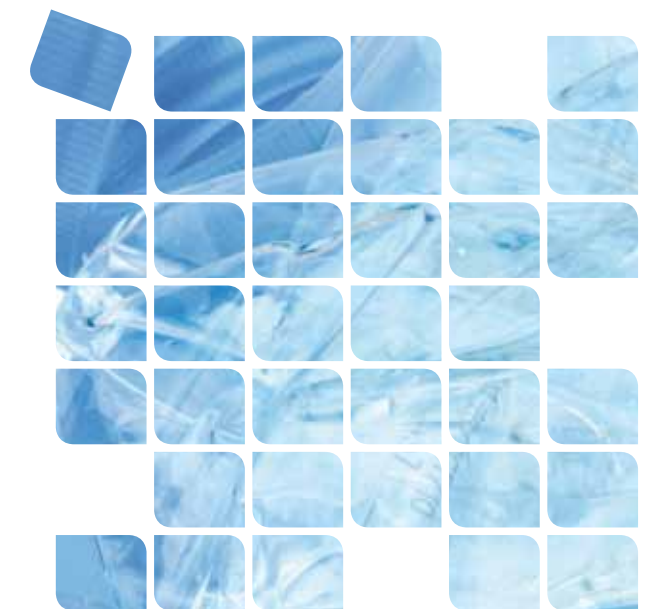
These two last years have also highlighted the need to modernise our statutes and by-laws. To this end, we entrusted a specialist law firm with the task of aligning these with the statutes and by-laws of large international organisations comparable to our own. This work is now completed-

and we will submit it for ratification to our Advisory Council and to the vote of our General Assembly.

During these two years of sudden and violent crisis, we have still succeeded in welcoming new members, while our Conventions in Dubai last May (the first BIR Convention in the Middle East) and in Amsterdam last October attracted a huge number of delegates and accompanying persons. I would like to thank you for your commitment to our organisation; this is truly gratifying for all of us in the BIR leadership and for our permanent team in Brussels.

BIR's financial results are excellent and available funds permit us to look fearlessly to future missions. A professional organisation is a "living organism" and it is our task to ensure its development remains aligned with the needs of our companies, with international and national regulations, but also with market developments and society's demand for environmental protection.

As I have already underlined, we are the raw material producers of the 21st century. Thanks to our determined actions, the industries of the world are supplied each day with almost half of their total raw materials needs. This is remarkable, but the most important point is that we obtain these materials, which meet industry's specifications, through recycling. In so doing, we avoid mountains of waste and protect the public from the exorbitant costs of dealing with this material. We also avoid a double impact on the environment: on the one hand, the piling-up of products that have fulfilled the role for which



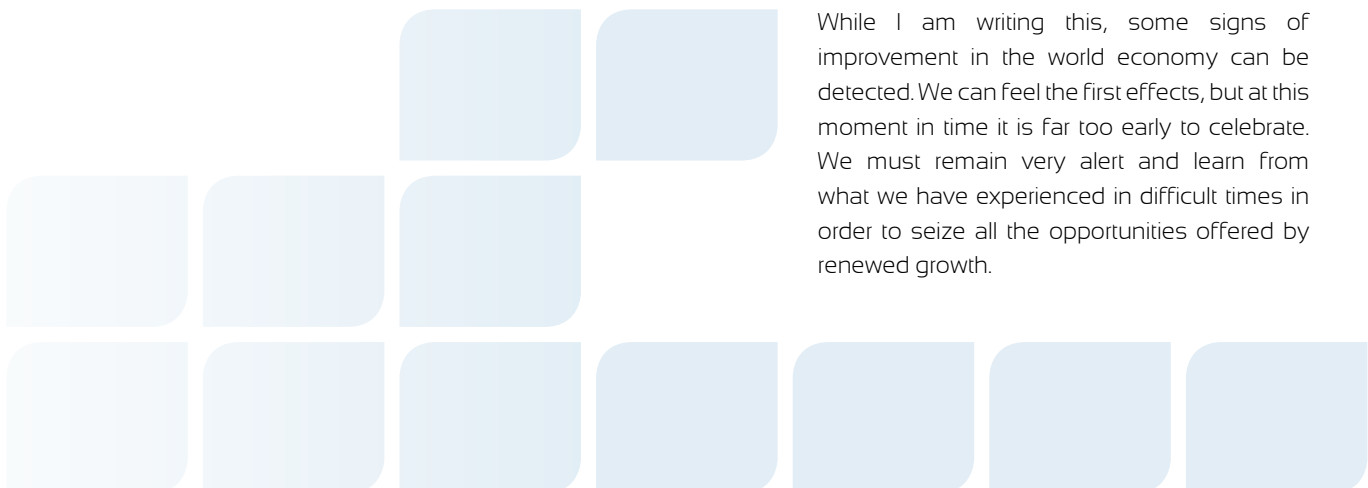
they were produced but that are now useless and burdensome; and on the other hand, exhaustion of the limited amounts of raw materials available.

The energy savings achieved by our sector, the water conserved as a result of our production 'process' and also the reductions in air pollution reflect massive credit on our profession.

Over the course of years, our industry has become completely indispensable to the life of our planet. However, we have done this without always realising the importance of our mission. The most extraordinary aspect of our profession is that it perfectly complements the needs of our civilisation. We must therefore ensure that our contribution is understood by the international community so that it can gauge our importance and, in return, respect the interests of our companies.

We must therefore communicate more and better so that society's perception of us tallies with the importance and the originality of our actions.

While I am writing this, some signs of improvement in the world economy can be detected. We can feel the first effects, but at this moment in time it is far too early to celebrate. We must remain very alert and learn from what we have experienced in difficult times in order to seize all the opportunities offered by renewed growth.





## Director General's Report

The tsunami which engulfed the world's economy and finances after the 2008 summer break might not have come as a real surprise to the international recycling sector which had already been experiencing price falls for its end products for some weeks prior to the crash. However, the intensity and suddenness of this international crisis worsened the situation of all our member firms and they had unexpectedly to deal with cancelled contracts, with huge price discounts or, even worse, with simple non-payment of invoices after delivery to customers.



**Francis Veys**  
BIR Director General

As a consequence, 2009 started as one of the most difficult years in recent memory amid the worst recession since World War II. Yet, as the year ended, the massive government interventions in the USA, the EU and Asia had succeeded in avoiding the worst. The recession was declared officially over during the course of the third quarter in North America and Western Europe whereas China and other emerging markets were showing unexpected growth by the end of the year.

Despite these difficult times in 2009, BIR members - in other words, its 40 national trade associations and about 700 commercial companies from the five continents - continued to support our world organisation, attend in great numbers our half-yearly Conventions and finance without hesitation our numerous programmes.

At the Spring Convention, our Annual General Assembly attracted an exceptional crowd in Dubai, particularly from the Middle East and from the Indian subcontinent; some of these delegates discovered for the very first time the largest marketplace for recycled materials as well as the advantages of joining BIR. A few months later in October when BIR members met in Amsterdam, they demonstrated once again by their presence and active contribution to our meetings the role that our organisation plays for international trade in recycled products.

Overall in 2009, 2000 business people decided to joint forces, to exchange information about the current and future world market situation, and to debate new strategies for their recycling industry, taking into consideration the changing reality of the world market as well as the new international trading and environmental conditions which had the potential to impact upon their daily activities.

BIR as an international body, with the active participation of its membership, worked efficiently towards dismantling a growing number of potential trade barriers in India and in East Africa while also convincing the Indonesian, the Indian (DGFT) and the Chinese (AQSIQ) authorities to adopt reasonable regulations with regard to importing recyclables.



Throughout the year but in particular during its half-yearly meetings, under the guidance of its leaders and divisional boards, BIR helped its members to become more professional and to learn about the latest legislation and about best available techniques to manage their recyclables through the drafting of guidelines on environmentally sound techniques, international certifications and quality management systems for the recycling industry worldwide.

At a world level, BIR continued to keep its whole membership aware of the latest international legislation about recycling at United Nations and OECD levels. At a regional level, BIR - together with its daughter associations in the EU (EFR for ferrous scrap, Eurometrec for non-ferrous scrap and ERPA for recovered paper) - contributed to the smooth implementation of a variety of regulations and directives in EU member states.

More importantly, the BIR secretariat actively participated in defining practical criteria to determine when some of our recyclables cease to be waste and become products, while at the same time protecting recycled materials from the EU's REACH legislation. Current draft texts still require some important improvements and clarification; ultimately, however, the whole recycling industry in the EU which has suffered from the "waste" syndrome over the last twenty years as well as in other regions of the world will benefit from the economic, social, environmental and financial advantages which the "end-of-waste" status will offer them.

It is indeed obvious that the growing need for raw materials will soon incite all major industries from the various regions of the world to adopt a more protectionist approach and to take measures to limit to their own advantage the international trade of primary raw materials or our "mine above the ground". As a responsible organisation representing the world recycling industry, BIR must carefully monitor these raw material initiatives which are being taken at supranational and national levels and impose our sector's identity.

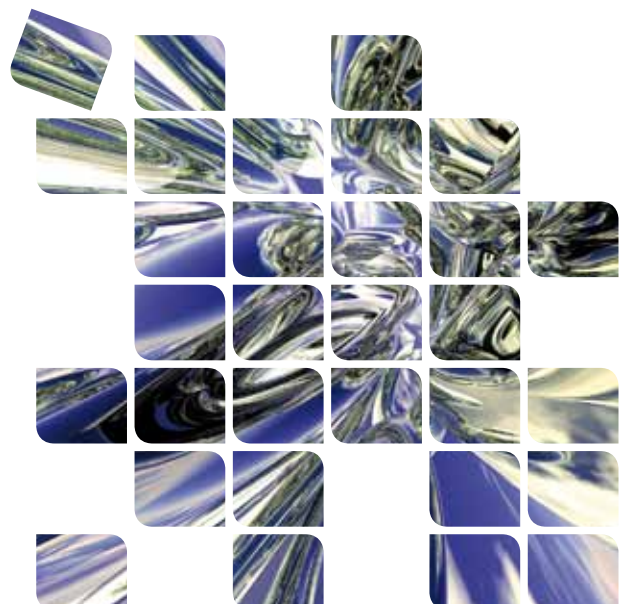
To facilitate the flows of recycled products worldwide in order to feed the major steelmakers, refiners or paper mills with quality materials will be the BIR members' main challenge over the coming years. Our industry is global and our products should have no borders. This is also

why BIR met in Beijing in 2006 and in Dubai in 2009 - and will meet again in Asia (Singapore) in the spring of 2011. These emerging markets will continue to meet their citizens' appetite for consuming goods and their need for adequate infrastructure, so it would not be unreasonable to conclude that sustainable economic growth is around the corner.

But as the debt crisis in Dubai and the very significant public deficits in the UK, Greece, Ireland, Spain and the USA would tend to indicate, some unpleasant surprises may well lie ahead. The key challenges for governments in the coming years will be to successfully slow down their stimulus programmes without plunging their economics back into recession. This will require a delicate balancing act.

But more than ever, the recycling industry will have the opportunity to proclaim its active and long-standing contribution to sustainability. We contribute to the saving of resources and energy, to the reduction of air and water pollution and, more importantly in the context of the new challenge to address climate change, to the lowering of emissions of carbon dioxide, the gas said to be mainly responsible for the greenhouse effect.

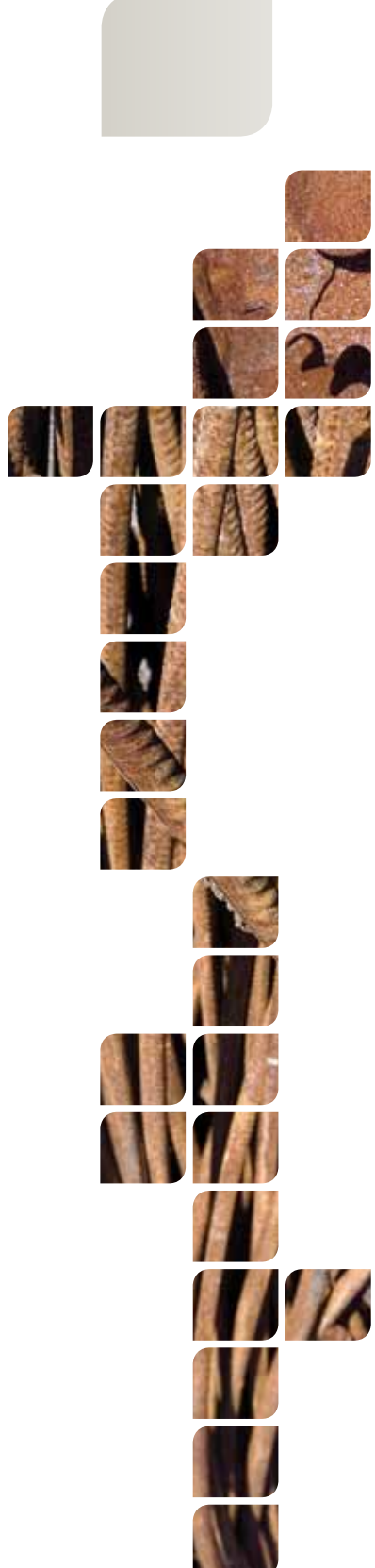
More than ever, BIR must play the role of catalyst for the world recycling industry and show that its members - ie, recyclers who contribute to satisfying over 50% of the world's raw materials needs - are, and will continue to be, the main raw material suppliers on a planet without frontiers.



# Ferrous Division



Christian Rubach  
President of the  
Ferrous Division



We have always acknowledged that the fortunes of the scrap processing industry and of the steel industry are inextricably linked. But while this statement remains as true as ever, the geographical spread of our customer base has altered beyond recognition over recent years.

This shift became particularly pronounced in 2009. Having accounted for 38% of global crude steel output in 2008, China's share surged to 47% last year as the Asian giant churned out an all-time-record 567.8m tonnes - a full 13.4% more than in the previous year. Astonishingly, China has more than doubled its steel production in the space of five years. Meanwhile, Asia as a whole produced 795.4m tonnes of crude steel in 2009 to increase its share of world output from 58% in 2008 to 67%, according to figures from the *worldsteel* Association.

Despite mounting something of a recovery in the second half of last year, some of the traditional steel-producing regions of the world saw their outputs slump in the face of the worst economic recession in many decades. Speaking at our meeting in Dubai last May, Stefan Schilbe, Head of Treasury Research at HSBC Trinkaus & Burkhardt AG in Germany, described the economic downturn as the biggest collapse since the Great Depression of the 1930s.

But with leading economies now officially emerged - or emerging - from recession and with signs of increasing public confidence, it is reasonable to assume that steel production, and therefore scrap purchases, will improve in 2010. However, the so-called "developed" world's unassailable leadership in almost every field of industry seems unlikely ever to return. In 2009, it can be noted by way of example, steel output in the EU-15 countries slumped 29.8% - or the equivalent of 50m tonnes - to 117.7m tonnes, while the decline in the USA was an even steeper 36.4% from 91.4m tonnes to 58.1m tonnes.

In steelmaking terms, the pendulum has swung decisively to the east, with Japan and Russia joining China in outstripping US steel output in 2009. Among the EU nations, only Germany managed to break into the list of the world's top ten producers. At the BIR Spring Convention in Dubai, the Vice Chairman and CEO of Saudi Arabia's Al-Tuwairqi steel producing group Tariq Barlas underlined to the Ferrous Division meeting the need for a world supply/demand balance in order to achieve sustainability and avoid huge price swings.



So what does all this mean for our scrap processing fraternity? Clearly, global flows of scrap are changing to take account of this new steelmaking distribution phenomenon. For example, by the end of September last year, China had imported almost 11.2m tonnes of ferrous scrap, thereby overhauling the previous import record of 10.2m tonnes established in 2004. And a host of other developing countries - such as Turkey, India and South Korea - have become major magnets for ferrous scrap which has arisen elsewhere in the world.

Equally clearly, we must remain alert to developments which can affect our ability to export our product, such as the implementation of protectionist measures in importing nations and the availability of shipping space. We must remain vigilant on the issue of legislation too: for example, a large part of 2009 was consumed by debate over the Indian government's classification of ferrous and non-ferrous scrap as hazardous waste. Thankfully, input from BIR and other leading recycling bodies helped produce a better outcome not only for scrap exporters to India but also for the country's steelmakers who rely on secondary raw materials from overseas to maintain their strong development.

In similar vein, the EU is making progress towards specifying "end-of-waste" criteria for ferrous metals that have undergone recovery operations. This is hopefully the final and most decisive skirmish in a battle fought by the recycling industry over many decades to have the result of our comprehensive collection, sorting and processing activities recognised as a product rather than as a waste.

Returning to the immediate aftermath of the global economic meltdown, our industry was forced to cut its cloth to suit the harsh new reality: production and workforce numbers were trimmed as demand for our products declined and credit avenues were squeezed. Fob Rotterdam prices sagged below US\$ 200 per tonne before making a relatively strong finish to the year.

Supply as well as demand emerged as a worrying issue for the scrap industry. The recession-inspired drop-off in consumer spending resulted in a far-reduced volume of scrap becoming available to the processing sector. The situation

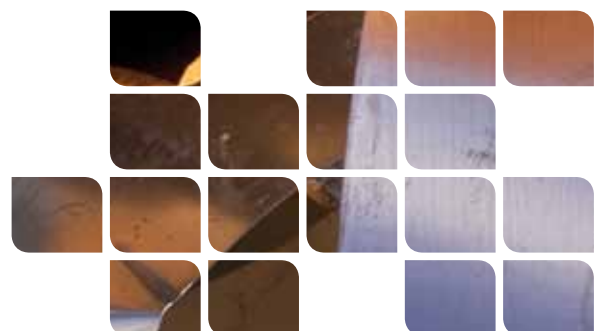
improved as 2009 progressed, but even in early 2010 the situation has not returned to what might be considered "normal". Indeed, circumstances would have been much more difficult but for the wide-ranging stimulus measures adopted around the world, including China's US\$ 600 billion injection into its economy and the car scrappage incentive programmes which boosted the automotive sector in many countries.


With the worst of the global economic crisis seemingly behind us, it would be foolhardy simply to assume that the steel and scrap sectors will continue to record effortless growth in 2010 and beyond. Dr Thomas Ludwig, CEO of German steel distributor Klöckner & Co SE, warned the BIR Ferrous Division meeting in Amsterdam last October that the EU economy, for example, will require several years to recover to 2008 levels and that real demand for steel could remain sluggish for some time to come.

Steel capacity utilisation rates have climbed to more regular levels but there remains a concern that steelmakers have reinstated too much idled capacity too soon. Hopefully, their decision will be justified by continuing growth in all of the world's economies during 2010.

In the next six months, end consumers are likely to stop destocking and to begin making new purchases and investments. Overall, forecasts for steel consumption growth in 2010 range from 2% to 9% and even more; however, the underlying driver is restocking as real consumption will be much lower at perhaps only 0.3% in the EU this year, according to Eurofer. Full recovery is expected only for 2011 with real consumption growth rates of 4.5% anticipated for the EU.

The worst seems to be over but 2010 will still be an uphill battle.





**Robert Stein**  
President of  
the Non-Ferrous  
Metals Division



## Non-Ferrous Metals Division

In the immediate aftermath of 2009, I suspected that I would be on reasonably safe ground in predicting in our Non-Ferrous World Mirror that 2010 would be another year of extremes. In effect, we have grown accustomed to taking nothing for granted; quite rightly, we still call on all our experience - but we accept that it may offer us little guidance as to what will happen next in the volatile new reality of the non-ferrous metals markets.

As was observed at an international recycling conference held last year: "The new normal may not look like anything we have had in the last few years."

Overall, non-ferrous metals established themselves on a surprisingly steep upward course last year. If we compare LME cash prices for mid-January 2008 and 2009, copper surged from US\$ 3138 per tonne to US\$ 7420 while aluminum advanced from US\$ 1440 to US\$ 2260. The value of LME lead more than doubled over the period from US\$ 1075 per tonne to US\$ 2414, while special high grade zinc performed a similar trick in leaping from US\$ 1181 to US\$ 2486.

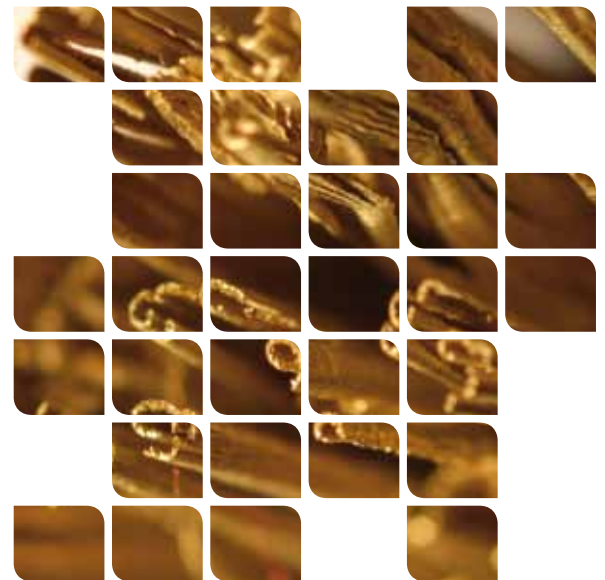
So have these gains brought us eternal happiness? For sure, we enjoyed better business conditions in 2009 than any of us could have reasonably expected or predicted, partly as a result of government economic stimuli. Our lives have also been enhanced by an improvement in commercial behavior following the unpalatable events of 2008 when our resources and our patience were tested by an unacceptable rash of contract cancellations and renegotiations.

But change has served to throw up a new set of challenges. Recession-hit consumers tightened their belts in 2009 such that demand declined for many products with a non-ferrous metals content. As a result, our consumers responded to reduced demand for their own products by trimming their orders for scrap. At the same time, scrap arisings were dented as the general public faced up to the difficult economic conditions by holding on to their cars and their household goods. For example, at one stage in 2009 the volumes of non-ferrous scrap traded in the USA fell to around 50% of their peak levels of the previous year.

As 2009 drew to a close, there were signs of a recovery in consumer spending and industrial production, although availability of scrap was continuing to lag behind this upturn in demand.

Analysis of every fact, statistic and expert comment still leaves us with no clear sense of what lies ahead. Michael Widmer, Metals Strategist with Banc of America Securities-Merrill Lynch in the UK, gave us cause for optimism when he pointed out at our Autumn Convention in Amsterdam that China's stimulus program is particularly metals intensive; this Asian giant - a magnet for our products for many years - is expected yet again to record GDP growth approaching double figures in 2010. But at the same meeting, the Secretary General of the Organisation of European Aluminium Refiners and Remelters (OEA) Günter Kirchner expressed doubt as to whether the bad times are really over.

The one overriding message to emerge from our earlier meeting in Dubai last May was that developing countries are providing the thrust for what, hopefully, will be a global take-off during 2010. Freelance journalist and consultant Lili Shi of China confirmed that the country's economic stimulus package was beginning to stir demand while Ujjwal Munjal of Rockman Industries predicted a significant increase in India's GDP this year.



By the year 2024, the average Indian will be in a position to spend six times more than he or she can today, thereby implying scope for a massive improvement in domestic metals consumption. And Bianca Vicintin Abud, International Trade Manager at Brazil's Metalur Group, told us that domestic aluminum consumption growth had outstripped supply over the previous five years.

Although we are most certainly living in an era of the "unprecedented", the later months of 2009 and early 2010 did bring the return of a phenomenon to which we have grown accustomed over recent years - namely institutional investors rather than physical demand driving non-ferrous prices to levels well beyond those justified by the fundamentals.

It is often said that difficult times make us stronger because we learn more lessons than would be the case during periods of affluence. However, we must be prepared to act on these lessons if we are to reap the benefits of this education; to this end, we should all welcome moves within BIR to re-examine the organisation's Code of Conduct and members' compliance with its by-laws. Many scrap suppliers have lost substantial sums of money as a result of customer practices which go beyond what is reasonable to expect in a commercial environment. As the world body, it is our duty to protect our members against such excesses in the future.



# Textiles Division



**Olaf Rintsch**  
President of the  
Textiles Division

During a recession, the general public tends to adopt a more conservative approach to spending, preferring to save money and to pay off debts. One of the consequences of this behaviour is that clothing is retained rather than consigned to collection bags or containers. During what might be termed the “mega-recession” of late 2008 and 2009, the practice of holding on to existing clothes was perhaps even more pronounced than during previous economic downturns.

The impact on the textiles recycling trade was obvious: the volumes of used clothing becoming available for sorting were drastically reduced. In the case of France, for example, yields from collection containers were 16% lower last year when compared to 2008. Reports delivered at our 2009 divisional meetings in Dubai and Amsterdam suggested this decline was replicated across Europe, as well as in the USA and Japan.

By the second half of the year, however, the tonnages of original material available to the market were more than adequate to satisfy actual levels of demand. But while 2009 did not turn out as catastrophically badly as many had feared at the beginning of the year, our sector was still forced to confront many difficulties, including higher energy costs, rising customs tariffs and buyers’ payment problems brought about by a shortage of foreign exchange and cash flow.

Furthermore, the global recession has exacerbated a trend that has worried our sector over many years, namely the increasing pressure on used clothing to cover all of the costs of our operations because of the poor returns from our other products. In effect, the economic downturn devastated manufacturing output across a broad spectrum, thereby reducing demand for industrial wiping cloths and sending prices spiralling even lower. The recycling grades too stubbornly refused to offer us reasonable revenues, further undermining our sector’s efforts to secure a decent payback for our environmentally positive contribution.

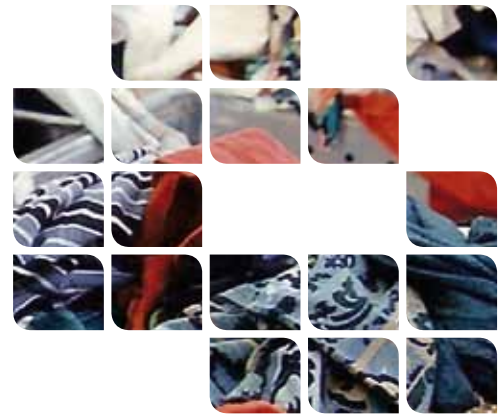
2009 was a pivotal year for the textiles recycling industry in France - and perhaps the wider EU market. We learned at our Amsterdam meeting in October that the country was in the process of introducing its much-heralded eco-levy on new clothes and shoes which is designed to support the sorting sector. The first of these levy funds were transferred in July while initial agreements between the new Eco Tlc body and sorting companies were signed early in October.

Widespread concern had already been voiced that eco-levy subsidies had the potential to create a distortion of competition within Europe. And there are also fears - particularly in nearby countries - that this new system will shift the emphasis away from quality and towards "rough" grading, thereby potentially depriving healthy, well-established and highly-reputable sorting companies of their established markets.

We have been assured that, through this scheme, the French have no intention of destabilising the market or undermining the principle of "upgrading" through sorting. But concerns and the initiative's ability to provoke debate persist; a host of other countries are monitoring this eco-levy scheme with an eye to how it is affecting their domestic sectors and also to how a similar venture might fare in their own constituencies. It is an issue that will doubtless spark yet more animated discussion at our meetings in 2010.

Our gathering in Amsterdam last October also updated us on market developments in the USA: Eric Stubin of textiles recycling association SMART spoke of the struggle in America to gain recognition for clothing and rags as recyclables while Larry Groipen of ERC Wiping Products Inc. outlined the many challenges facing the textiles recycling industry in the USA, including the potential for new ISO standards to disrupt used clothing and footwear exports.

Indeed, our two meetings at BIR Conventions last year proved to be highly diverse and provided us with insights into potentially important aspects of our business that we would not otherwise have had. In Amsterdam, for example, lawyer Dr Oliver Bertram of Kleiner Rechtsanwälte in Germany explained the potential for minimum wage

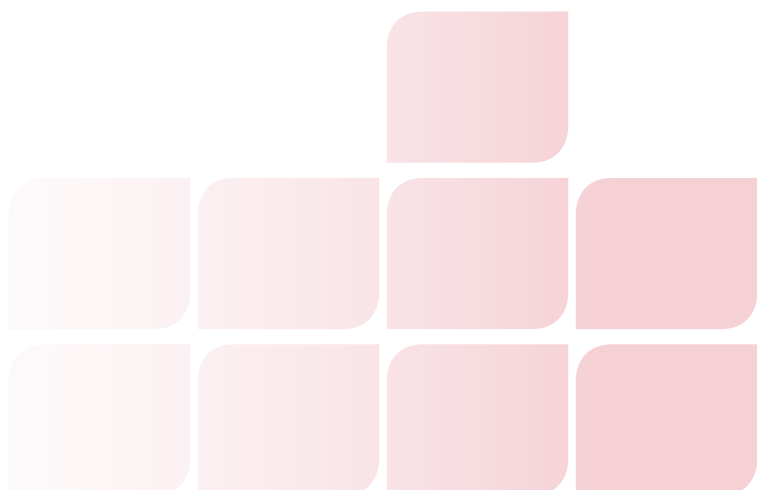


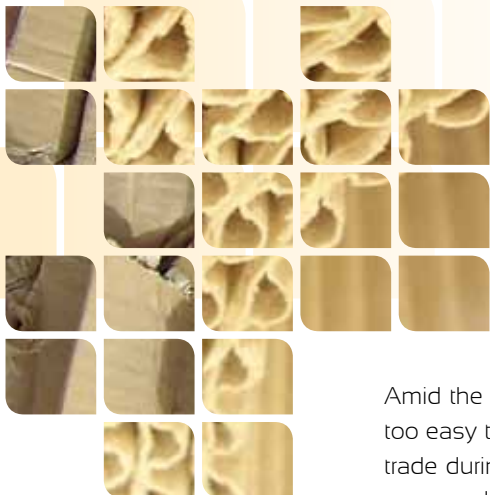
legislation to impact on the recycling sector. And earlier in the year in Dubai, Muhammed Hanif of Muzammil Enterprises informed us of the growing presence within the Pakistani market of overseas used textiles companies.

But just like France's eco-levy system, there are certain topics that recur at our meetings - and perhaps the most durable of these is the unfortunate definition of our products as "waste" under EU legislation. For many years now, we have strongly maintained our credentials as recyclers and not "waste" managers. With the EU Commission now having begun the process of defining the moment at which a broad range of recyclables cease to be "waste", we are standing on the threshold of a monumental breakthrough for our industry.

Turning to market conditions in the first three months of 2010, the very long winter and the exceptionally bad weather conditions resulted in a considerable lack of original material such that warehouses were virtually empty. We can only hope that collectors of original grades are careful with prices bearing in mind the months where collection will increase.

Sorted clothes continued to sell well but it was impossible to push for price increases. Even bed feathers seemed to be moving for the first time in a while whereas the highest prices continued to be obtained for shoes. Overall, the first quarter of the year ended with demand remaining stable.





## Paper Division

Amid the turbulence of a deep recession and the struggle for survival, it is all too easy to lose sight of the bigger picture. Following a decline in international trade during late 2008, several analysts were claiming early last year that the recovered paper export business was in mortal danger. But subsequent events have proved this contention to be wholly inaccurate.

Indeed, last year underlined the unhelpfulness of making knee-jerk remarks that may discourage the general public from collecting recovered paper for recycling. Instead, we can say with absolute certainty that the world will continue to require ever-growing volumes of recovered fibre long into the future.

Undoubtedly, the months immediately following the onset of the global recession were beset by caution and uncertainty. However, our products continued to move around the world as our customers responded to signs of renewed growth with ever more confident and consistent recovered fibre order patterns.

Backed by stratospherically huge stimulus packages, China continued to record substantial GDP growth and, with it, huge demand for recovered fibre. Having imported just over 24m tonnes in 2008, the Chinese confounded the doom-mongers by purchasing an estimated 26.5m tonnes from foreign sources in 2009 - a prodigious performance given that the world was in the middle of a recession for much of the year. Stimulation of paper and board consumption within China helped to ease the pressure from reduced demand in most other parts of the world.

The supreme influence of China on the global markets appears set to continue for the foreseeable future. Our good friend Bill Moore, President of the specialist USA-based consultancy Moore & Associates, predicted at our BIR 2009 Autumn Convention in Amsterdam that China would be a net importer of around 35m tonnes of recovered paper by the year 2014. At the same meeting, Trilochen Singh of RKS International Sales GmbH & Co. KG in Germany argued that imports by India could jump to 20m tonnes by the year 2020.

Although prospects brightened as 2009 progressed, it was still a difficult year for many recovered paper companies and for their consumers. Faced with a steep decline in demand, many production lines around the world were closed down while a host of capacity expansion projects were either shelved or cancelled altogether. And reduced consumption of paper and board by the public at large quickly manifested itself in a sharp drop in recovered fibre collection volumes. It is estimated that collection tonnages across most of Europe and the USA dropped by, on average, 10-15% last year.





**Ranjit Baxi**  
President  
of the Paper  
Division

Neither was 2009 an easy year for exporters who were confronted with steeply rising sea freight rates in the second half of the year and also reduced container/shipping space availability. Peter Hall, Managing Director for the UK & Ireland of container transportation specialist APL, warned our autumn meeting in Amsterdam that shipping lines will collapse without a sustained improvement in "unsustainably low" freight rates.

To further complicate matters, the governments of India and Indonesia - two of the world's leading importers of recovered fibre - came forward with proposals for new import controls. The fact that representations from the recovered paper industry have helped to create more workable solutions in both countries is a testament to the far-sightedness of these governments and also to the increasing influence and importance of the recycling industry.

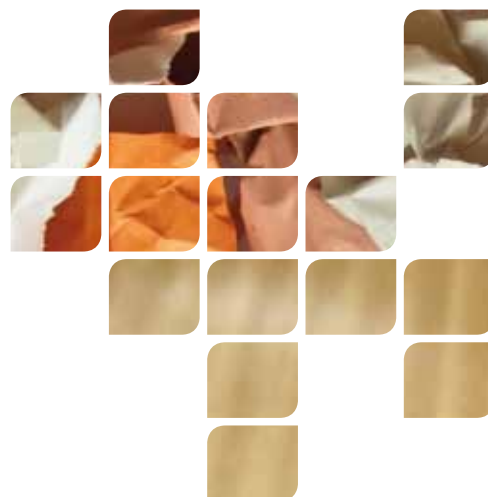
Last year's welcome innovation of BIR's first-ever Convention in the Middle East provided our divisional meeting with two excellent presentations drawn from the region itself. Lina Chaaban, EnviroCare Manager at UAE-based waste management company Tadweer, underlined her company's commitment to shifting Dubai from its reliance on landfill and towards recycling while Atul Kaul, Director of Pulp and Paper at Arab Paper Manufacturing in Saudi Arabia, informed us that annual papermaking capacity in Saudi Arabia is set to rise from around 800,000 tonnes to 1m tonnes in the near future. Also interestingly, he confirmed that his company tops up payments to suppliers when recovered paper prices fall below certain levels - a prime example of mutually beneficial co-operation along the supply chain.

It was partly to promote such co-operation that the BIR Paper Division launched its Papyrus prize in 2008. Awarded at our twice-yearly Conventions, recipients of this award in 2009 were: Jogarao Bhamidipati for his work in developing the Wealth out of Waste (WOW) initiative in India; and the SAICA Group of Spain. The latter was praised in particular for developing a healthy partnership with companies in the supply chain.

Such awards help to inspire optimism and a sense of what is possible in our sector. And there is certainly reason to approach 2010 with heightened confidence given the renewed strength of demand for our products and the emergence of the world's economies from the dark days of recession.

And this optimism should also be extended to the legislative front. For many years, we have increasingly rejected the term "waste" paper in favour of "recovered" paper to describe our raw material so as to emphasise that we are dealing with a valuable commodity. In this same regard, the process has begun within the European Commission to develop criteria which will define - once and for all - when material throws off the shackles of "waste" and becomes acknowledged in law as a product.

But if anything, 2010 could prove to be even more challenging than 2009 given tighter shipping space and reduced collections in the face of potentially growing demand as we emerge from global recession.



# Stainless Steel & Special Alloys Committee



**Michael G. Wright**  
Chairman of the Stainless  
Steel & Special Alloys  
Committee

By the final quarter of 2008, the stainless steel industry was acutely aware that 2009 would be a breathtakingly difficult year. But as we moved from 2009 into 2010, we had good reason to hope that the current year would do much to erase the memory of its predecessor.

The recession-hit world is thought to have demanded only 26.4m tonnes of stainless steel in 2008 compared to approaching 28m tonnes in the previous year. Producers across Europe, the USA and large swathes of Asia suffered steep declines in order intake which led to production being slashed by more than 50% in some countries; even in China - which has been the engine for stainless steel production growth in recent years - output slid 3.5%.

But this decline was merely the first course in one of the most unpalatable meals our industry has ever had the misfortune to taste. In 2009, global output of stainless steel sagged to 23.5m tonnes; and the acuteness of the pain suffered by producers in most countries is underlined by the fact that Chinese production actually increased by upwards of 15% last year as a result of the beneficial impact on domestic consumption of the Beijing government's multi-billion stimulus package.

Inevitably, the steep drop in production of stainless resulted in far weaker order files for raw material. And demand was not the only issue with which the recycling industry was forced to grapple: supply of scrap was also undermined, with global availability slumping some 10% to around 6.8m tonnes.

It was not until well into the second half of 2009 that any of the often-mentioned "green shoots of recovery" began to emerge. Economic and industrial indicators have gradually assumed a more positive tone; confidence levels have improved both among the general public and in business circles; and there is an overriding sense that we have bumped along the bottom and are now on the way back up.

As we headed into 2010, the signs of improvement in stainless steel demand were sufficiently strong as to suggest that global output could jump perhaps 4 million tonnes this year, thereby making up much of the ground lost since 2007. And unsurprisingly, China appeared set to lead the way by boosting its output by an estimated 10-15% this year. It has also been predicted that global scrap availability will increase by around 10% this year.

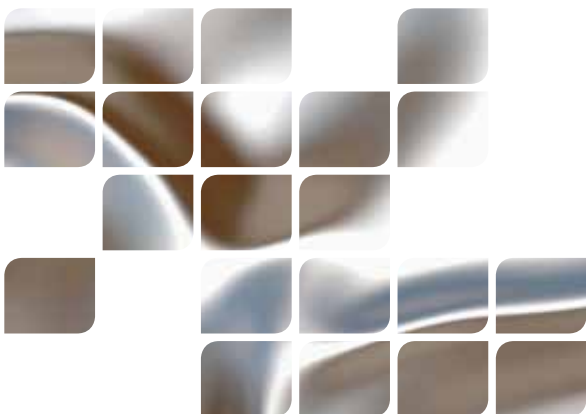
Despite a more promising beginning to the year, our industry has continued to be assailed by the doubt, disquiet and uncertainty which dogged us throughout late 2008 and 2009. How much of the upturn in demand for our scrap can be ascribed simply to restocking along the supply chain? And to what extent is demand for stainless steel products real or artificial? As was pointed out at our meeting in Amsterdam last October, demand can be "manufactured" by incentive schemes such as car scrappage inducements; however, the growth that such initiatives create is unsustainable.

And then there is that supreme uncertainty which will affect all our businesses: what will happen to the value of nickel in 2010? Although we have become accustomed to the metal's price volatility, some of the swings still succeed in catching us off guard.

2010 promises to be eventful and ground-breaking in other ways, not least because of the London Metal Exchange's proposed introduction of contracts for cobalt and molybdenum - an initiative mentioned by the LME's George Adcock in his excellent guest presentation to our meeting in Dubai last May. Our Committee's thanks are also accorded to Sheraz Neffati of the International Chromium Development Association (ICDA) whose guest speech at our subsequent meeting in Amsterdam underlined stainless steel's "champion" recycling status given that around 90% of goods made from the metal are subsequently recovered to play their part in making new products.

Understandably, the focus of our thinking for well over a year has been to protect our businesses in the face of unprecedented challenges - perhaps to the exclusion of some issues that are also highly worthy of our attention. In last year's Annual Report, I emphasised the pressing need for a reassessment of responsibilities relating to radioactivity in scrap given that, at present, the burden is falling almost entirely on the shoulders of recyclers - or in other words, on the people who find the radiation rather than on those who introduce it into their products in the first place.

In 2010, the industry must redouble its efforts to convince governments of their responsibilities to implement more exacting controls on orphan sources. At the same time, our customers must accept the need to work more closely with our industry on this hugely important issue. Imposing on us the impossible demand of supplying scrap that is "free from radiation" will not make the problem go away.





**Surendra Borad**  
Chairman  
of the Plastics  
Committee

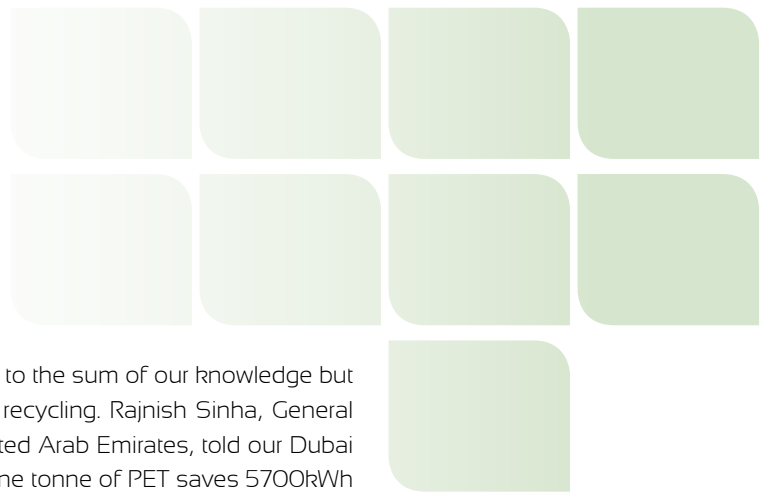
Several years ago, an advertising campaign for a telecommunications business adopted the slogan "It's good to talk". This same sentiment can be applied to any gathering of like-minded and progressive business folk because face-to-face discussions such as those at last year's BIR Plastics Committee meetings in Dubai and Amsterdam help us to gain a better, more rounded understanding of matters of mutual interest.

Of course, such meetings also provide us with welcome confirmation that we are not alone in facing problems in our day-to-day business. As we entered 2009, the prophets of doom were trying their hardest to convince us that the year would be one of the bleakest in common memory. Certainly, it proved to be a challenging 12 months; but equally, there was business to be had - notably in the developing world.

Among those challenges faced, Europe's plastics scrap collection volumes were estimated to be 30% lower last year, forcing many reprocessors to work at substantially reduced capacity utilisation rates. For Europe's operators, it was difficult to prevent good-quality plastics scrap from disappearing into the export stream.

But even the export market was not without its challenges. Plastics scrap buyers in China were nothing if not unpredictable, while inflated freight rates and a shortage of empty containers created logistical problems. Heading into 2010, the plastics scrap industry was expecting a further squeeze on margins, not least because freight costs appear set to rise in the medium to long term.

Our meetings also provide an opportunity for us to celebrate our strengths and to highlight these to a wider audience. Last year, for example, we learned of research suggesting 7% of the EU's greenhouse gas reduction target would be achieved if plastics currently destined for landfill were either recycled or recovered into energy.



Guest speakers at our meetings not only add to the sum of our knowledge but also widen our appreciation of the value of recycling. Rajnish Sinha, General Manager of Horizon Technologies of the United Arab Emirates, told our Dubai meeting in May, for example, that recycling one tonne of PET saves 5700kWh of electricity, 700 gallons of oil and more than 1.5 tonnes in carbon dioxide emissions.

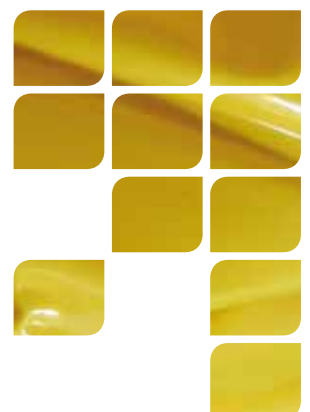
And in Amsterdam last October, one of our guests Peter Kuiper of ARN highlighted how our sector is full of opportunity in noting that his organisation had already recycled more than 40,000 tonnes of plastic car components and was now turning its focus to post-shredder residues which he described as a huge potential source for plastics recycling. At the same meeting, independent industry expert Ed Flohr observed that business opportunity is also attracting large companies to recycling, thereby implying that it will be an area of growth and of ever more intense competition in the years to come.

Our twice-yearly meetings also provide us with an excellent opportunity to assess the status of our industry and to discuss where it might go in the future. Following a difficult 2009, we could be forgiven for heading into 2010 with a siege mentality whereby we remain preoccupied by the everyday without attempting any strategic thinking. This would be a mistake: by focusing merely on today, we are not receptive to the opportunities of tomorrow. We cannot expect our businesses to continue in their current vein for years to come; change will happen and we must remain alert to it.

In the context of strategic thinking, it is worth noting a recent document produced by the European Plastics Recyclers (EuPR) trade association entitled 'How to increase plastics recycling'. This comprises a list of 10 fundamental actions which, the organisation claims, must be taken to boost the recycling of post-consumer plastics, including better harmonisation of collection systems, specific mechanical recycling targets for plastics in the EU's Waste Framework Directive, creating a favourable fiscal system for the recycling industry, and eliminating discriminatory legislation or standards prohibiting the use of recyclates.

"Wish lists" of this kind are valuable, not least because of the strategic thinking and consensus building required to bring them to fruition. Those members of BIR with an interest in plastics recycling would do well to spare some of their valuable time to consider where we are as an industry, about where we would like to be in the future, and about how we plot a course in that direction.

I strongly believe that there will be a scarcity of plastics scrap during 2010. Strict enforcement of regulations will lead to exports of scrap of reasonable quality only. "Difficult to sort" or "meant for washing" quality materials will increasingly remain within Europe. This will be a year of high prices, low availability and competition for quality materials.





# Tyres Committee



**Barend Ten Bruggencate**  
Chairman of the Tyres  
Committee

With every new year, the beneficial use of scrap tyres continues to grow. For example, latest figures released by the European Tyre & Rubber Manufacturers' Association (ETRMA) reveal that the proportion of Europe's end-of-life tyre diverted into recycling and recovery exceeded 95% last year compared to less than 40% as recently as the mid-1990s.

This means that less than 5% of the 3.3m tonnes of scrap tyres arising in Europe during 2008 were consigned to landfill while some 60% of this tonnage was collected and treated under producer responsibility obligations. ETRMA quite rightly regards these figures as ample demonstration of the efficient strategy adopted by tyre manufacturers in anticipating the regulatory, environmental and economic challenges imposed by the EU's landfill ban of 2006.

These figures also emphasise that success in boosting tyre recovery and recycling rates is not confined to the leading, developed nations of Western Europe. Some of the newer members of the EU - among them Poland, Romania, Hungary, Estonia and Lithuania - have made great strides towards ensuring that an ever-growing proportion of their scrap tyres are given a second life.

The ETRMA statistics become even more impressive when taking into account that a substantial proportion of the recent growth has focused on materials recycling rather than energy recovery. While some 35% of Europe's scrap tyres were used to generate energy in 2008, almost 40% found their way into new products such as artificial sports pitches and equestrian surfaces. The shift in this



balance is even more pronounced in certain countries where efficient tyre recycling has been a preoccupation for many years: from the Netherlands, for example, it is reported that material recycling of used tyres soared from 24% of the total in 2004 to 60% in 2008 while the share held by thermal recovery dwindled from 46% to 17% over the same period.

Such progress would not have been possible without constant innovation - a factor emphasised at our meeting in Amsterdam last October by Catherine Clauzade, who is Director of Research & Development at Aliapur in France. She underlined the considerable effort and investment being made by her organisation into developing new applications, including the substitution of foundry coke with shred from used truck tyres.

Such end-use innovations are not limited to Europe: in Australia, for example, research institute CSIRO and VR TEK Operations have

been working together to develop new uses for old tyres in such areas as industrial insulation, road surfacing, flooring and geotextiles for retaining walls and embankments.

These two organisations have also been assessing the potential for using rubber from end-of-life tyres in the manufacture of new tyres. This goal, which can perhaps be regarded as the "holy grail" for our sector, was addressed by our second guest speaker in Amsterdam last October, namely Dr Wilma Dierkens, Associate Professor within the University of Twente's Faculty of Engineering Technology in the Netherlands. Her view was that the creation of new tyres from old is a possibility but that 100% recycling via this route is unlikely.

However, by aiming high, tyre recycling innovators have already demonstrated that huge progress is achievable. And hopefully we can look forward to yet more positive developments in 2010.





# International Environment Council



After decades of debate within Europe, we can finally report decisive action in the “waste” or “not waste” battle. As 2009 came to an end, the European Commission had begun the process of identifying criteria which will establish when a material ceases to be a waste and instead becomes a product in the eyes of the EU’s legislators. The first recyclables to come under scrutiny have been iron/steel scrap and aluminium scrap, but others - including recovered paper, used tyres and textiles - will also follow along the same path.

Why is this battle so important? First and foremost, determination of these “end-of-waste” criteria will provide legal certainty with regard to virtually all of the recyclables handled by our member companies. At the same time, the criteria for deciding when a waste is no longer a waste - and therefore no longer subject to the complexities of waste legislation - will be harmonised across all EU member states. Furthermore, the emergence of these criteria during the course of 2010 should help recyclers to reduce their administration costs - an important point in these tough times.

Last year also brought further good news for recyclers in Europe when it became clear that the EU’s regulation on the Registration, Evaluation and Authorisation of Chemicals (REACH) was unlikely to become the bogeyman we had feared. Latest assessments suggest this regulation will not be excessively onerous for those engaged in the recycling of non-hazardous materials.

But as we have said so many times in the past, the global legislative picture is complex and ever changing, with the result that the opening of one door often tends to be balanced by the closing of another. During the course of 2009, BIR and other organisations were forced to react to proposed legislative changes in India that had the potential to undermine this nation’s imports of secondary raw materials vital to its rapid industrial development. Although imperfect, the amended proposals provide a far more sustainable basis on which to conduct trade with India.

In addition to responding to current legislative changes, the International Environment Council must also closely monitor developments which have the potential to impact the business lives of member companies at some future point. In this context, we are playing an active role in the Basel Convention’s Partnership for Action on Computing Equipment (PACE), the aim of which is to improve the management of used and end-of-life computing equipment. During the course of 2010, project groups within PACE will address environmentally sound management criteria, refurbishment and repair, and also material recycling and recovery. Even from this brief outline, it should be clear that the work of PACE participants will have a direct bearing on the activities of recyclers in this important field.



**Olivier François**  
Chairman  
of the International  
Environment  
Council

And the IEC's monitoring remit also extends to what might be termed shifts in emphasis. In this category, we should note that the OECD is progressively favouring Sustainable Materials Management (SMM) which has the goal of ensuring that material resources are managed sustainably and used efficiently throughout their life-cycle because this is seen as vital to economic growth, environmental quality and sustainable development.

At our October 2009 meeting in Amsterdam, Frans Bijlhouwer of Quality Consultants in the Netherlands made a compelling case for recyclers to implement quality management systems, not least as a means of improving a company's competitiveness by enhancing its professional image among suppliers and customers. Furthermore, there is an emerging trend among government agencies - including the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) in China - to seek out overseas suppliers with accreditation of this kind.

The same meeting also impressed upon us how technology as well as legislation is certain to change our future. Manuel Villena of Dutch company LoadIt described how IT is being used to administer "paperless" scrap shipments.

Earlier in the year in Dubai, we were fortunate to be addressed by His Excellency Dr Rashid Ahmed Bin Fahad, the United Arab Emirates' Minister of Environment and Water, who described recycling as "a pillar" of the region's approach to achieving integrated waste management. At the same meeting, the International Copper Study Group's Secretary-General Don Smale emphasised the vital role played by scrap in balancing the global red metal market.

Mr Smale also confirmed that his organisation is to conduct further research into the environmental benefits of copper recycling, including an assessment of energy efficiency gains when compared to primary copper use. This is welcome news because our industry has much to gain from external research which helps build the statistical database in support of recycling. We can make grand claims for the environmental benefits of recycling but nothing is more persuasive than hard fact.

In this same context, last year saw the publication of a report from London's Imperial College which actually quantifies the massive carbon dioxide emission savings achieved through recycling. This is one of the many positive messages about our industry that BIR took to the climate change summit in Copenhagen last December - a supremely high-profile event at which we were able to ensure that the voice of the professional recycling industry was clearly heard.

So what can we expect in the future? The legislative momentum is clearly in favour of recycling: we must seize all opportunities to enhance our business, not only with regard to free trade and the removal of unnecessary burdens at the borders. We must also promote financial instruments dedicated to recycling which have the ability to boost the market for recycled materials. As an idea and example, I want to mention the PRN or "packaging recovery note" applied in the UK: this is exactly what we need for our industrial sector - it is not a tax, it is the creation of money. We must promote imagination in this domain and convince the financial authorities of the global interest to build a powerful recycling industry.

Probably you have heard of Siegmund Warburg who died in 1982 and is often called the most influential banker of the twentieth century. Inventing the Eurodollar was one of the things that made Mr Warburg a legend. He was the one who said: "All of capitalism is science fiction; let's invent a novel variation on a theme."

If a financial instrument like the PRN were introduced at the European level, the more recycling products and materials will circulate - and the more money will circulate. This is how wealth increases. This will give us the possibility of investing more and taking a further step towards the "European recycling society".

# International Trade Council



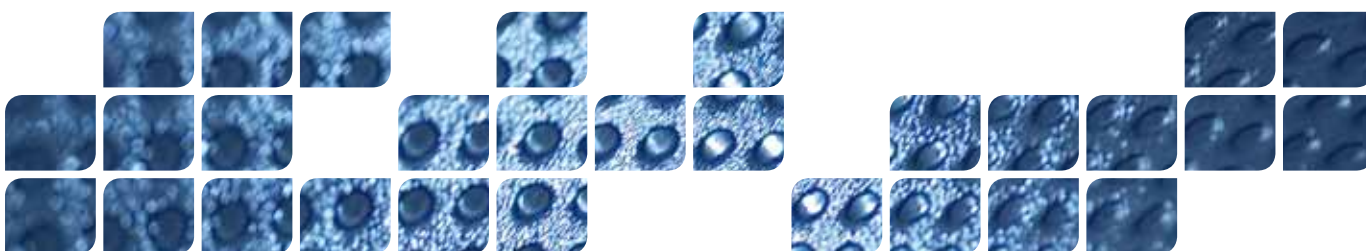
**Robert Voss**  
Chairman of the  
International  
Trade Council

The International Trade Council (ITC) entered its second year of existence still under the gloom and depression of the financial crisis which had hit us all so badly in the second half of 2008.

At our highly successful convention in Dubai, we held the first-ever plenary meeting of the ITC which concentrated on two specific areas of great and pertinent importance - credit insurance and arbitration. Our two speakers from Euler Hermes gave us a brief insight into the workings of the credit insurance industry and how it affects our day-to-day trade. The discussion surrounding this issue was subsequently extended to meetings with Atradius, leading to a greater understanding of each industry's problems and most importantly a regular and closer working relationship.

The other issue under the spotlight at the plenary meeting in Dubai was arbitration and an excellent presentation from Mr Abdul-Aleem led to a debate on the subject that has also been continued, and the entire arbitration/mediation service of BIR is being reassessed by the ITC.

There was general concern about the increasing number of protectionist measures and the attitude to our industry from several countries and regions around the world. This included the attempt to establish trade barriers, tariffs and duties, and concrete actions were taken by the ITC against the potential ban on scrap exports in South Africa and several East African countries.



The ITC also denounced the Turkish copper industry's attempt to impose duties on scrap imports and continued to oppose the export tax on scrap from Russia. Through the ITC, BIR also contributed to the facilitation of scrap exports via all Russian ports and border points which had previously been limited.

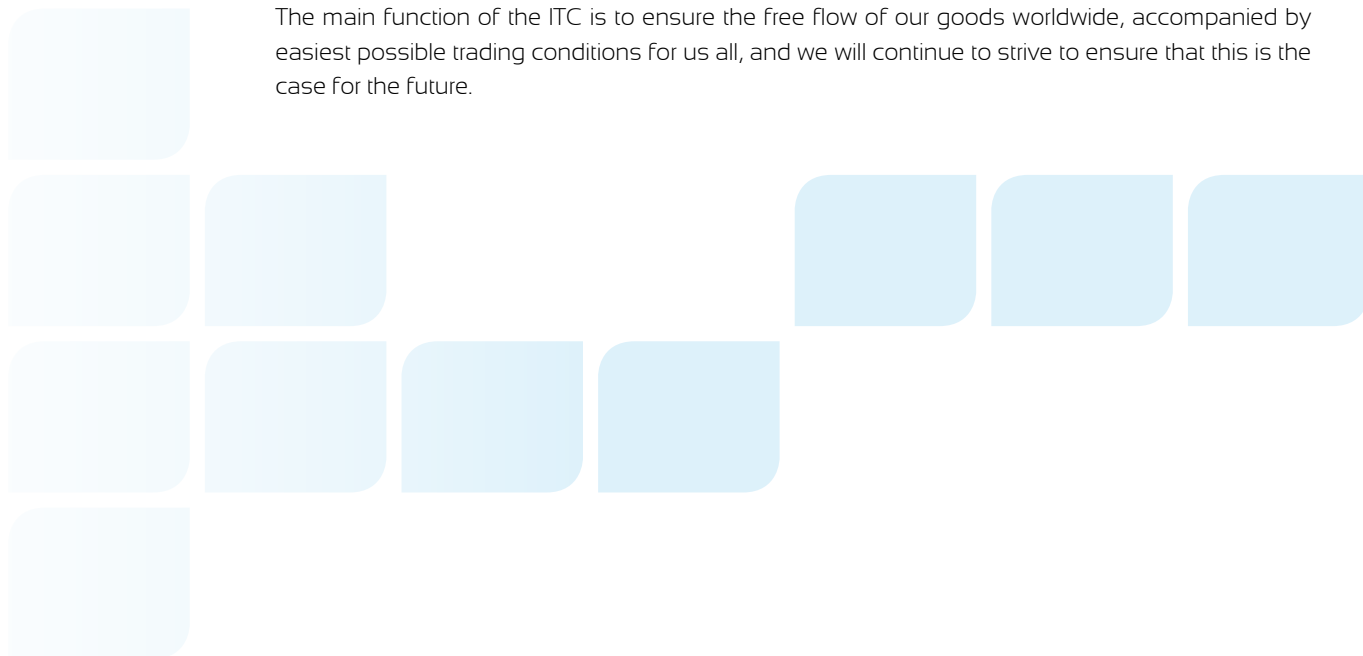
During the middle of the year - and particularly after our Dubai convention in May - much time and effort were spent opposing an attempt from the Indian industry to impose duties on aluminium scrap and the imposition of unrealistic and unworkable import regulations by the Indian Ministry of Environment and Forests and the DGFT. Sincere thanks must go to BIR Ambassador Iqbal Nathani for his considerable hard work in successfully challenging these measures.

The ITC has also had to carefully monitor other attempts to establish barriers to the free trade of our secondary raw materials as some industrial sectors have been urging various authorities to launch studies and initiatives which could result in hindering the free flow of our materials around the world such as "the raw materials initiative" at the EU and "the raw materials security project" at the OECD.

Through the ITC, BIR has continued to maintain its close contacts with AQSIQ and CIQ/CCIC in order to avoid ill-conceived and inadequate administrative procedures on shipments of recyclables to China. Furthermore, we have monitored and discussed AQSIQ registration procedures in order to avoid additional requirements for companies renewing their current licences and to limit requirements for those applying for the first time.

Subjects which are still under discussion include contracts, the availability of uniform data on all sectors of our industry, and improving our relationship with the shipping industry as well as the banks.

I would like to thank all my colleagues on the International Trade Council together with the Director General and all the staff in Brussels for their continued hard work and positive input into the Council. The main function of the ITC is to ensure the free flow of our goods worldwide, accompanied by easiest possible trading conditions for us all, and we will continue to strive to ensure that this is the case for the future.



# Convention Committee



**Mark Sellier**  
Chairman  
of the Convention  
Committee

Once again time has flashed by. It seems only a moment ago I was writing to you of the success of Monte Carlo and Düsseldorf, and of our plans for future conventions. And here I am with Dubai and Amsterdam behind us.

My grateful thanks on behalf of all BIR delegates go to those who tirelessly strive behind the scenes to make our delegates' convention experience a success. If any of you have planned any kind of event you may have some small insight into the work that is necessary to stage something of such significance to our industry twice a year. To the staff in Brussels and your Convention Bureau partners, a big thank-you!

My thanks also go out to the members the Advisory Council, Divisional Presidents and Vice Presidents and special committee chairmen who work so hard providing leadership and ideas, calling in many favours so that we have industry experts willing to give up their time to attend our conventions and making informed presentations.

We begin with careful selection and investigation of venues. When considering a venue we examine several criteria, the most significant of which is size. We know from experience that our delegates prefer good-quality hotels as venues. Many good-quality hotels exist around the world but very few have the necessary exhibition space, meeting rooms and guest rooms that are necessary to host well over a thousand delegates.

This makes our job in selecting different venues that meet these criteria more difficult. Often, suggestions are made that we should visit a particular country or city, and we encourage these proposals. Sadly in many cases we discover that facilities are not sufficient.





We would prefer to stay away from convention centres but it seems we are inevitably being pushed towards those venues as our conventions get bigger and bigger.

Dubai was an unprecedented success for the organization and its delegates, with more than 1000 delegates and accompanying persons attending; on one particular day, more than 50 turned up for onsite registration which put pressure on the staff, but they coped admirably. The hotel and its facilities were excellent and the number of restaurants and bars gave us all room to move around and network without at times feeling we were in the convention hotel. Thanks to all our members from the Middle East who put in so much work and contributed to the event's success through their most generous sponsorship.

Amsterdam was again a record for an Autumn Convention in terms of numbers attending, and the lobby bar groaned under the sheer weight of delegates. The programme was as full as possible with, again, a record number of presentations for an Autumn Convention.

Thanks once again to all our sponsors. Although our sponsorship programme has been running for some time now, we are always looking for ways in which to improve the benefit to sponsors and for new ideas. So please do contact me if you have any suggestions in this area.

This year's BIR Spring Convention is to be held in Istanbul where Asia meets Europe - a wonderful host city. At the time of writing, already significant interest has been shown in sponsorship and many delegates have registered early. We are always working to improve the ease of registration for delegates and we hope that the new online registration system has been successful in doing so.

In October, we meet in our "home" city of Brussels. At a certain point, it was BIR policy to meet there every four years but sadly we have outgrown the venues available and so this is likely to be our last visit there until facilities grow to meet our requirements.

For the 2011 Spring Convention, I am pleased to confirm that we are planning on meeting in Asia. Singapore has been chosen because of its facilities, ease of access from around the world and its proximity to several mature and emerging markets for many of our members across all divisions. In autumn 2011, we return to Europe with Munich hosting us; and for May 2012, we are looking to find a suitable North American venue.

My final vote of thanks goes to my colleagues - the members of the Convention Committee - for their leadership and guidance, and to you the BIR members and delegates for supporting the conventions by your attendance.

# Communications Committee



**Elisabeth Christ**  
BIR Communications  
Director \*

In recent years, the importance of recycling to the environment and to the future of our planet has been proclaimed ever more loudly - and mainly by those relatively new to or involved only indirectly in our sector. In contrast, the "original recyclers" - those companies and organisations which have been practising materials recycling for decades and even centuries - never looked to claim credit for their important environmental contribution.

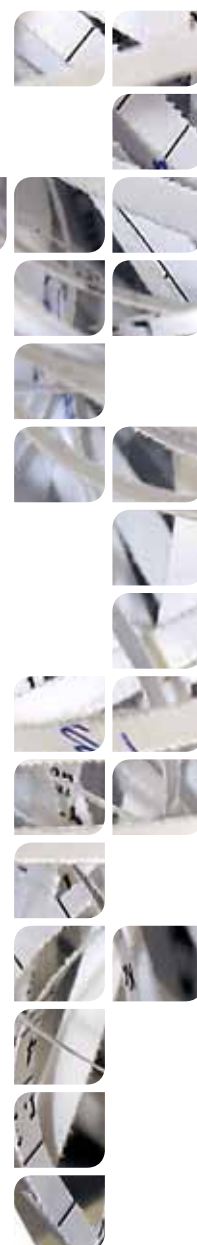
In this respect, 2009 marked a milestone in the history of BIR because it became apparent that the environmental dimension of our member companies' activities needed to be documented and highlighted so that legislators, the media and the general public were finally made aware of the huge service that our industry provides in terms of environmental protection and sustainable supply of resources.

At the beginning of the year, one of our main tasks was to finalise the publication of the BIR Study on the Environmental Benefits of Recycling, which had been conducted in 2007 and whose preliminary results had been presented at the Monte Carlo Convention in June 2008. The study was completed during the course of that year and what remained to be done was to decide on the layout and to proceed with the printing. In discussions with a graphics communications agency about this specific project, the idea was born to begin highlighting environmental protection as one of the many important facets of our industry.

This consideration was also the driving force behind a complete rethinking of BIR's website which had been serving well its purpose since 2002 but whose structure no longer satisfied our members' expectations or the requirements of modern information transfer and technology.

When analysing the existing content with a neutral eye, the agency was amazed not only by the wealth of information that was available on our activities but also by the nature of our members' businesses and their undeniably leading role in the vast and quite confusing landscape of what is commonly labelled "recycling". Various discussions were held among the BIR leadership to decide

\*on behalf of Andy Wahl, Chairman of the Communications Committee



whether it was more important to keep its image as purely a trade organisation or whether there was a need to promote the “green” image of the recycling industry. The conclusion was that both aspects required promotion in the context of free and fair trade of our commodities.

In the summer of 2009, BIR was given another opportunity to spread the message of the recycling industry’s environmental contribution around the globe: Project Kaisei - an international initiative intended to study the marine debris (mainly plastics) that has collected in the North Pacific Gyre and to find ways of retrieving and recycling this pollution - offered BIR the chance to participate actively in its important undertaking through sponsorship and technical guidance. In August, the flagship Kaisei set off for its important mission flying the BIR flag at the top of its mast! During press conferences before and after the voyage, BIR presented its main messages and described the activities of its member companies and federations, thereby generating many press articles, web postings and interview opportunities.

Since Project Kaisei was recognized by the United Nations Environment Programme as one of fewer than ten global Climate Heroes in the lead-up to the Copenhagen climate talks in December, BIR’s leadership came to the conclusion that the world recycling body should also be participating in this crucial conference, thereby continuing its “green image” campaign for the benefit of the international recycling industry.

We succeeded in booking one of the 170 exhibition stands made available at the Bright Green exhibition that ran in parallel to the COP-15 UN Climate Change Conference. We then conducted a PR campaign inviting high-level government representatives and the media to visit us: Crown Princess Victoria of Sweden, Danish Minister for the Environment Troels Lund Poulsen and the Swedish Ambassador in Denmark Lars Grundberg were among hundreds of people who came to our stand to learn more about the environmental benefits of recycling.

In parallel to all of the above, of course, we organised two very successful conventions for which we drafted, designed and printed all graphic material (programme, invitations, posters, proceedings, etc) - some of it in three languages. We also published our annual report as well as World Mirrors on Non Ferrous Metals, Stainless Steel & Special Alloys, Paper and Textiles; we posted numerous news items on our website, of which we informed our members by bulk e-mail; we updated the Members Only web pages in respect of changes in international legislation; and last but not least, we made ourselves constantly available to respond to our members’ requests for information as well as to queries from the international trade press.

2009 was an exciting year, giving us fresh impetus on a number of fronts which we intend to translate into action in 2010.

# Membership Committee



**Michael Lion**  
Chairman  
of the Membership  
Committee

The year 2009 began for the recycling industry as for almost every other business sector enduring the midst of the challenging conditions of the Global Financial Crisis. In terms of membership of our organization these circumstances, which as the year progressed saw a strong recovery in commodity prices, appear to have underscored the attractions of joining us under the protective umbrella of BIR as the leading global voice of our industry with its dedication to defining, informing, upholding, and protecting the aspirations and needs of our recycling membership worldwide, through its dialogue and interaction with government, supra-governmental bodies and NGOs in consistent parallel with the overarching commercial priorities of our membership.

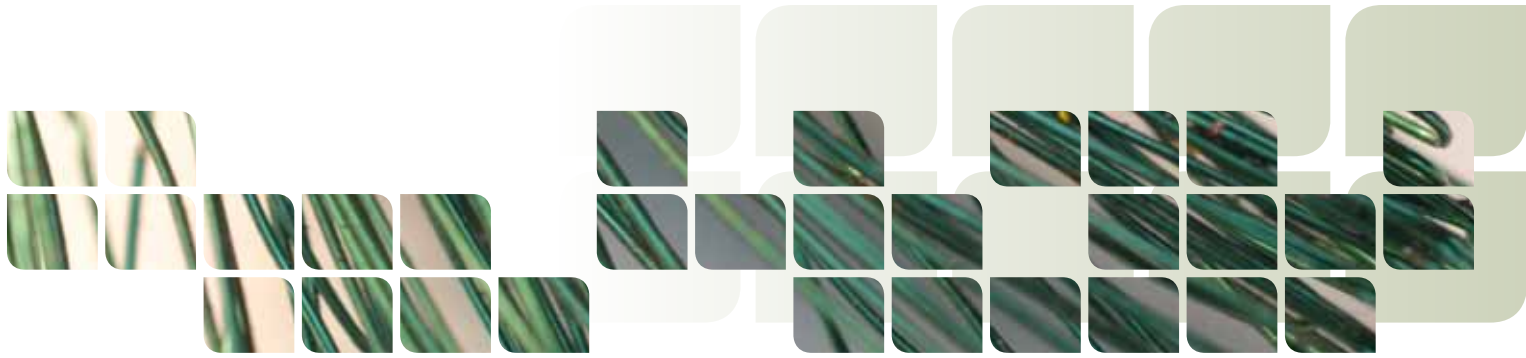
Reflecting this situation the membership saw a further 77 new members joining our ranks to a total of 744, and drawing its membership from 70 countries around the globe.

It is evident that both the variety and range of our significant membership benefits have enticed the on-going interest of new applicants for BIR membership as well as sustaining our existing roster of members, and we as an organization continue to endeavour to anticipate and reflect through our programs the expectations of our members, always remaining consciously sensitive to evolving conditions in our industry and ready to adapt accordingly.

It remains clear that first among equals in the benefits of BIR membership is the opportunity to participate in the unique forum for networking that our bi-annual conventions provide - further enhanced by the imaginative and highly business-trend-relevant locations that the Convention Committee has selected in the recent past and are slated going forward. The close liaison between that committee and the Membership Committee has ensured both excellent opportunities for our existing members to view wide-ranging important new areas to grow their business and contacts, but also has provided a bounty of new companies to join our ranks and expand the truly global reach and constitution of our organization.

The potential for engaging with the leading global players in the international recycling industries at our bi-annual meetings is truly unrivalled - offering encounters and interaction with industry counterparts that enable members to develop their international connections, share new technical research and industry data, and identify the many new international commercial and legislative developments that constantly impact our industry.

Benefits and privileges come with interactive obligations and responsibilities including the maintaining of the highest ethical standards both commercially and environmentally, and while the BIR can never act as a specific and unqualified guarantor of its members' performance or activities, the Membership Committee and Brussels secretariat are especially conscious of the need to influence through services such as the body's own arbitration service fair and expert due process in resolution of commercial differences among members of our group, as well as emphasizing the recognition of the primacy of the highest ethical environmental and commercial standards.



After the commercial turbulence of 2008 BIR has redoubled its emphasis on the requirements of all of our membership to act with the highest commercial probity at all times, and consistent with this priority our diligence and reference requirements on application for membership have been reinforced as well as work in progress in coordination with our legal counsel in respect of the organization's rights and obligations in respect of membership conduct - we regard the protection of the sanctity of respect of the highest commercial and ethical values that our membership expects and requires as the fundamental imprimatur of belonging to BIR to be an essential privilege of membership at all times.

In addition to new membership recruitment, the Membership Committee is constantly reviewing additional and modifying innovations of both new, and the enhancement of existing programs including respectively our electronic services and resources guide - the Membership Toolkit - and the development of new tiers of membership that can benefit the ever-evolving needs of our industry.

We have recently rolled out a new category of membership that addresses the specific needs of our multi-national members. This new tier enables more convenient and accessible services access that has become increasingly relevant with the numerous cross-border mergers in our industry to ensure their on-going engagement in the organization.

Similarly, an expanded Partnership membership tier to encourage interactive contact and communication with those providing ancillary activities and services to our members, who themselves may particularly benefit from profile-raising BIR sponsorship programs, while also enhancing the organization's revenue streams in the mutually beneficial process, remains under development, and will have additional focus now that we have completed the launch of the multi-national membership.

As elsewhere in the organization the voluntary contribution of time and effort by committee and other members despite the demands of their day-to-day career obligations is very much appreciated and valued, and the work and achievements of the full Membership Committee during the last year are an on-going testimony to their commitment.

This work by our volunteers, while splendid, is eclipsed by the enormous, consistent and daily contribution of BIR's Brussels secretariat. Special thanks and acknowledgement once again are due to Raïssa Wolteche, our Membership administrator, who has had an especially demanding year, coping with a variety of additional challenges and tasks, yet again rising to the occasion supremely effectively - it is her diligent, competent and professional support that spearheads the membership service's daily activities.

The Membership Committee also registers our enduring appreciation of the dedication and persistent devotion of the entire secretariat team and especially our Director General, as well as the contribution of Elisabeth Christ, our Communications Director. It is overwhelmingly because of the support and contribution of all in the Brussels secretariat that our Membership Committee's work and programs are so successfully effectuated and that our commitment and mission of on-going service and benefits-enhancing initiatives can be successfully pursued.

# Guest Speakers at BIR Events in 2009

## Dubai, 25-27 May 2009

### ■ Ferrous Division

- Stefan Schilbe, Chief Economist, HSBC Trinkhaus (Germany)
- Tariq Barlas, Vice-Chairman and CEO, A-Tuwairqi Group (Saudi Arabia)

### ■ Shredder Committee

- Pranav Casewa, Kuwait United Chemalloys Manufacturing Co. WLL (Kuwait)
- Roy Woolcock, Seram UK Ltd (United Kingdom)

### ■ Stainless Steel & Special Alloys Committee

- George Adcock, Business Manager - Non-Ferrous Metals & Membership, London Metal Exchange (LME) (United Kingdom)

### ■ Plastics Committee

- Rajnish Sinha, General Manager and Business Head, Horizon Technologies (UAE)

### ■ Non-Ferrous Metals Division

- Ujjwal Munjal, CEO, Rockman Industries (India)
- Lily Shi, Freelance Reporter and Scrap Metal Broker (China)
- Bianca Vicintin Abud, International Trade Manager, Metalur Ltda. (Brazil)

### ■ International Environment Council

- Don Smale, Secretary-General, International Copper Study Group (Portugal)

### ■ Annual General Assembly

- Rami Khouri, Director of the Issam Fares Institute of Public Policy and International Affairs of the American University of Beirut (Lebanon)

### ■ International Trade Council

- Zakaria Abdul-Aleem, General Manager, Aleem Survey & Evaluation (UAE)

### ■ Workshop on Credit Insurance

- Ragi Naveen, Euler Hermes Dubai (UAE)
- Barbara O'Donovan, Metal Bulletin (United Kingdom)

### ■ Textiles Division

- Muhammed Hanif, Muzammil Enterprises (Pakistan)

### ■ Paper Division

- Lina Chaaban, EnviroCare Manager, Tadweer Waste Treatment L.L.C (UAE)
- Atul Kaul, Chief Operating Officer, Arab Paper Manufacturing Co (Saudi Arabia)

## Amsterdam, 26-27 October 2009

### ■ Non-Ferrous Metals Division

- Michael Widmer, Head of Research Coverage in Metals Markets, Merrill Lynch Financial Centre (United Kingdom)
- Günther Kirchner, Secretary General, Organisation of European Aluminium Refiners and Remelters (Germany)

### ■ International Environment Council

- Frans Bijlhouwer MBA BSc, Consultant, Quality Consultants (The Netherlands)
- Manuel Villena, LoadIT, (The Netherlands)

### ■ Plastics Committee

- Pieter Kuiper, Project Manager Post-Shredder Materials, ARN BV (The Netherlands)
- Ed Flohr, Independent Industry Expert (The Netherlands)

### ■ Paper Division

- Peter Hall, Managing Director UK + Ireland, APL (United Kingdom)
- Bill Moore, President, Moore & Associates (USA)

### ■ Ferrous Division

- Dr Thomas Ludwig, Chairman of the Management Board, Klöckner & Co SE (Germany)

### ■ Stainless Steel & Special Alloys Committee

- Sheraz Neffati, External Relations, International Chromium Development Association (France)

### ■ Textiles Division

- Dr Oliver Bertram, Law Firm Kleiner (Germany)

### ■ Tyres Committee

- Catherine Clauzade, Director Research & Development, Aliapur (France)
- Dr Wilma Dierkens, Associate Professor, University of Twente (The Netherlands)



# List of BIR Member Federations

## **AUSTRIA**

- Austria Recycling

## **BELGIUM**

- COBEREC

## **BULGARIA**

- Bulgarian Association of Recycling (BAR)

## **CANADA**

- Canadian Association of Recycling Industries (CARI)

## **CHINA**

- China Association of Metal Scrap Utilization (CAMU)
- China Non-ferrous Metals Industry Association Recycling Metal Branch (CMRA)
- The China National Resources Recycling Association (CRRRA)

## **CUBA**

- Unión de Empresas de Recuperación de Materias Primas (UERMP)

## **CZECH REPUBLIC**

- Svaz Průmyslu Druhotných Surovin (SPDS-APOREKO)

## **DENMARK / FINLAND / ICELAND / NORWAY / SWEDEN**

- Nordic Recycling Federation (NRF)

## **FRANCE**

- FEDEREC

## **FYRO MACEDONIA**

- Zaednica Makedonska Sekundarna Surovina (ZMSS)

## **GERMANY**

- Bundesvereinigung deutscher Stahlrecycling- und Entsorgungsunternehmen e.V. (BDSV)
- Bundesverband Sekundärrohstoffe und Entsorgung e.V. (BVSE)
- Fachverband Textil-Recycling e.V.
- Verband Deutscher Metallhändler e.V. (VDM)

## **HUNGARY**

- National Association of Recyclers (HOE)

## **ITALY**

- Associazione Industriale Riciclatori Auto (A.I.R.A.)
- ASSOFERMET
- FISE-UNIRE (Associazione Nazionale Imprese Recupero)

## **JAPAN**

- Paper Recycling Promotion Centre
- Japan Iron & Steel Recycling Institute (JISRI)

## **THE NETHERLANDS**

- Dutch Waste Management Association
- Federatie Nederlandse Oudpapier Industrie (FNOI)
- Metaal Recycling Federatie (MRF)
- VACO
- Vereniging Herwinning Textiel (VHT)

## **POLAND**

- Scrap Economy Chamber of Industry and Commerce (IPHGZ)
- Polskie Stowarzyszenie Recyklingu Metali (PSRM)

## **PORTUGAL**

- Associacao Nacional dos Recuperadores de Produtos Reciclaveis (ANAREPRE)

## **ROMANIA**

- Organizatia Patronale Si Profesionala (REMAT)

## **SOUTH AFRICA**

- Metal Recyclers of South Africa (MRA)
- Recycling Association of South Africa (RASA)

## **SPAIN**

- Federación Española de la Recuperación (FER)
- Gremi de Recuperacio de Catalunya
- REPACAR

## **TURKEY**

- Dönüsbilen Ambalaj Malzemeleri Toplayici ve Ayiricilari Dernegi (TÜDAM)

## **UNITED KINGDOM**

- British Metals Recycling Association (BMRA)
- Confederation of Paper Industries - Recovered Paper Sector (CPI)
- The Recycling Association
- Textile Recycling Association & Recyclatex (TRA)

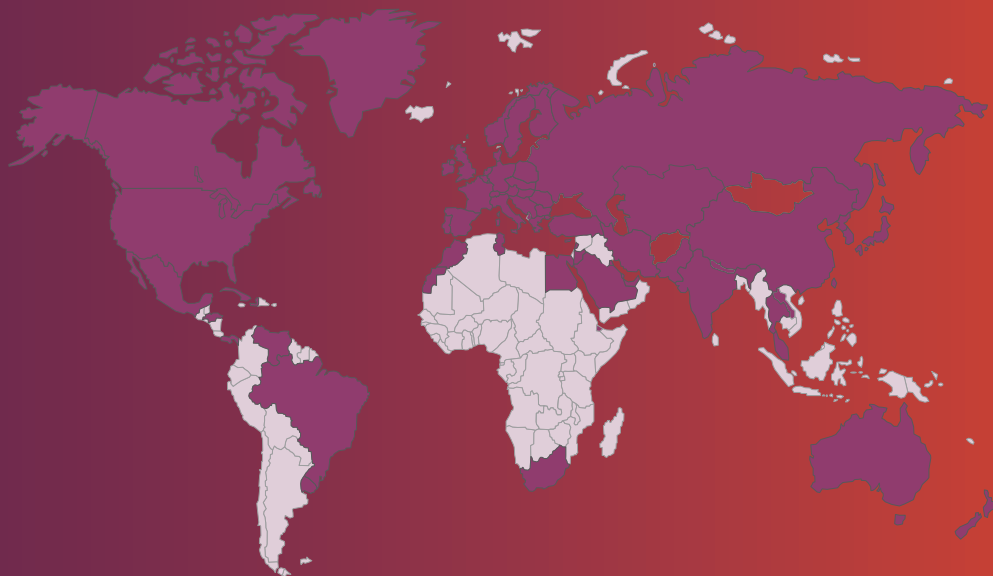
## **UNITED STATES**

- Institute of Scrap Recycling Industries, Inc. (ISRI)

## Countries, in which BIR is represented ■

Associations and/or individual member companies

Algeria ■ Argentina ■ Australia ■ Austria ■ Bahrain ■ Bangladesh ■ Belgium  
Brazil ■ Bulgaria ■ Canada ■ China ■ Cuba ■ Cyprus ■ Czech Republic  
Denmark ■ Egypt ■ Estonia ■ Finland ■ France ■ Germany ■ Greece ■ Haiti  
Honduras ■ Hungary ■ Iceland ■ India ■ Ireland ■ Israel ■ Italy ■ Japan  
Jordan ■ Republic of Korea ■ Kuwait ■ Lebanon ■ Luxembourg  
The Former Yugoslav Republic of Macedonia ■ Malaysia ■ Mexico ■ Monaco  
Morocco ■ Netherlands ■ Netherlands Antilles ■ New Zealand ■ Norway  
Pakistan ■ Poland ■ Portugal ■ Réunion ■ Romania ■ Russian Federation  
Saudi Arabia ■ Serbia ■ Singapore ■ Slovakia ■ Slovenia ■ South Africa  
Spain ■ Sweden ■ Switzerland ■ Taiwan ■ Thailand ■ Tunisia ■ Turkey  
United Arab Emirates ■ United Kingdom ■ Uruguay ■ United States  
Venezuela ■ Viet Nam ■ Yemen



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