

# YT Gazette

ISSUE SEVEN  
OCT 2014



BUREAU OF INTERNATIONAL RECYCLING (BIR) YOUNG TRADERS GROUP NEWS, ARTICLES & EVENTS



## **MAMMOTH MIAMI**

A RECAP OF THE  
LAST CONVENTION

## **PARTY WITH US IN PARIS**

LEARN ABOUT OUR  
UPCOMING EVENT

## **SCRAP RUNS IN MY BLOOD, SUDDENLY!**

LORENZO GERI SHARES  
HIS STORY

## **SPOTLIGHT ON A YOUNG TRADER**

PAUL COYTE OF  
HAYES METALS

# Words from our Chairman.

*A message from Graeme Cameron of American Iron and Metal, our current BIR Young Traders Group Chairman.*

Welcome to the latest edition of the Young Traders Gazette. In this edition, you will find a common theme that runs through all the stories that have been prepared by our Young Traders: the Young Traders Group is a great platform for young members of our industry to grow their networks quickly within the recycling industry.

I am honoured to have been invited to be the new Chairman of the Young Traders Group. Paul Coyte, our outgoing president has been a fantastic ambassador for the Young Traders Group and has done a phenomenal job of representing its members, developing the Gazette, ensuring that young traders are included in other BIR boards and committees, ensuring that our networking events are a lot more than just a nice dinner. I would like to personally thank Paul for all of his hard work over the years.

I hope that you all enjoy the articles that are published in this issue of the Gazette and find some useful tips on how to best take advantage of this BIR meeting in Paris. We welcome you all to the Young Traders Networking Dinner, where there will again be lots of opportunities to meet like-minded peers from the recycling industry.

**Graeme Cameron**  
**American Iron and Metal, Canada**  
**Chairman Young Traders Group**



# Mammoth moments in Miami.

*A recap of the BIR Young Traders Group dinner party at the Nikki Beach Club at our last convention in Miami.*



As the BIR convention was going to take place in Miami beginning June, there were a lot of choices regarding the Young Traders' venue, but Nikki Beach was by far the best. Located at One Ocean Drive, the South Beach landmark offered the perfect environment for all the guests to sit back after a busy day with the fascinating and relaxing view of the Atlantic Ocean. All of this was sponsored by the generous Royce Corporation.

The guests were offered drinks and appetizers before they were asked to be seated while waiting for the meals to arrive; our then chairman Paul Coyte asked the guests to switch seats with other tables in order to increase the networking opportunities, which was a good way to get to know a bunch of new people who share the same passion as we do. The main reason of us being here is

to actually meet and make new friends from the industry and catching up with the old ones; this is a great way to get to know some new suppliers, buyers or even just making new acquaintances.

With a wide range of cuisines, all the guests were satisfied with the meals they had; then desserts were served. After the meal, people started chatting with each other and went for a walk on the beach. Then the evening continued at the Mango Club located on Ocean Drive, where the nightlife is at its finest. We had fun times dancing to some Latin music and feeling the vibe of Miami!

**Nasser Al Sharif**  
**Sharif Metals International, Kuwait**

# Let's Party in Paris.

*The soirée on the Seine. Under the majestic Musée d'Orsay come party at Le Quai, a floating restaurant on the River Seine. Pack plenty of business cards and we'll see you there!*

Paris is the city of superlatives... It is one of the most visited cities in the world with 26 million tourists every year. Between museums, public parks and monuments, there is something for everyone. It is also considered the most romantic city thanks to its river, the Seine. This year, our usual young traders networking dinner will take place on the banks of the Seine, on a former steamboat of the twenties.

The restaurant Le Quai is located in an enchanting setting, in the heart of the city. Close to the Louvre and the Avenue des Champs Elysées, the restaurant is just in front of the Orsay museum (a former train station of the 20th century converted into a beautiful museum thirty years ago). The glass roof and the terrace offer a great panoramic view of Paris. You cannot miss the venue!

Discovering a city also consists of tasting its culinary specialties. At Le Quai, the Chef reinterprets French cuisine by adding exotic notes.

The boat has been privatized for the occasion. A bus will pick you up at the BIR Welcome Reception at 20:30; be on time in order to enjoy the appetizers that will be served on your arrival on the boat.

Once again, you should come with plenty of business cards as we will play a new networking game called "speed networking". Looking forward to seeing you there...

**Alexandra Weibel-Natan**  
**Manco, France**

**Special thanks to our event sponsor:**



**DANIELI**  
**CENTRO RECYCLING**



# Seven places to visit in Paris.

*Paris offers everything you could possibly want. Experience the many bars, parks, musea, street art, restaurants and much more in the city of romance.*



### 1. Chez Georges

Near the old St-Germain-des-Près market you will find small streets with enough bars and restaurants to fulfil your gastronomical pleasures. In the middle of these streets you will find a little cave named Chez Georges. Enjoy the lovely wines, the amazing art and the lively atmosphere.

### 2. The gardens of the Rodin Museum

Get away from it all and pretend the garden of Rodin is your own. Take a book with you, some nice croissants and relax amidst some of the amazing works of Rodin, who admired the human being and its emotional forms.

### 3. Galeries Lafayette

Galeries Lafayette is probably the best known shopping centre in Paris. You can find it next to its competitor Au Printemps at Boulevard Haussmann. It's also worth a visit if you don't like shopping. You can find everything there, from luxurious cosmetics to haute couture and accessories.

### 4. Chez Paul

Food and France, it belongs together. A 'chef' is considered a hero in France. "Chez Paul" is almost an exaggerated authentic French bistro with white linen, red fur and other cosy accessories. They call themselves Le Bistrot Traditions. A typical French restaurant with lovely food.

### 5. Place des Vosges

This is the oldest 'place' in Paris. Here you will find the Pavillon de la Reine, the Pavillon du Roi and 39 similar houses with their own history. It is surrounded by a gallery where you can find exclusive restaurants, antiquaries and hotels. The writer Victor Hugo lived at nr. 6, which is now a museum.

### 6. Moulin Rouge

The wings of the windmill of this Parisian night club shine in the 18th district. The club appears in many films and books, and there is even a musical called "Moulin Rouge". You can enjoy wonderful shows while having an amazing dinner.

### 7. Centre Georges Pompidou

This prominent building forms the centre of modern art: Theatres, dance, music, cinema, symposia. You can find everything.

# Scrap's in my blood, suddenly!

*How did Lorenzo Geri from Rottami Padana SRL go from being a legal advisor to entering into the exciting world of metal recycling? Read on to here is his story.*

Audentes fortuna iuvat. (Fortune favours the bold). This is the best way to begin my story. The first time I visited a metal recycling company I had no idea of what metal scrap was and what it would become for me later. Remembering now that moment I can say: I seized the opportunity.

The odds that I would get into this business were really small. In those days, 2009, I was working in Madrid, as legal advisor. I had to go back to Italy and, I can say, as a pure coincidence, I met Mr. Corrado Zanetti, owner of Rottami Padana Spa company.

We had a little talk where I confessed being bored at work because I was in office all day long. So he said: what do you know about the metal recycling industry? Come to visit me tomorrow, I want to show you my business.

Rottami Padana yard was supplied with all kinds of metals neatly stacked: copper, aluminum, bronze, brass, stainless steel, special alloys. I was surprised about everything I could see around me. Cuttings, turnings, plates, metals from every kind of production discard, automotive scraps and wheels, wires, granulates.

I started wondering aloud: where does all this metal come from? What are they going to do with it? Mr. Zanetti intrigued me and offered to teach me a more exciting job.

I decided to seize the opportunity and I said yes. I didn't know where he was leading me.

When I began I started at the yard: I needed to understand the different types of metals, the alloys and most importantly their industrial application. For trading metals you need to know where they are used and how they are processed throughout the manufacturing process. Half of my time on those days I was going with my colleague Riccardo Cremonesi, visiting partners and attending meetings around Italy.

One year later, Mr. Zanetti decided to send me to France to strengthen the presence of the company in the market and since that time I never stopped travelling. I've been learning, excited, the fine negotiation techniques to carry on an international trading business, facing difficulties and



troubles. Finally my language skills helped me to get new suppliers and friends all around the world.

Rottami Padana Spa is a big family and they adopted me, literally. I can't thank them enough. Entering a new business is not easy if you are an "outsider". However, if at your side you can count on smart and brilliant people, as I met in Rottami Padana, it's just much more easy.

I've always loved challenges: the bigger they are, the bigger is my commitment! I want to keep on exploring this world, getting more and more experience.

To be a member of the BIR Young Traders Group is very important to me. You can compare your experience, exchanging views with other young people about not just business. First times at BIR people are shy and disoriented. YGT helps young traders to feel comfortable and gives them the opportunity to meet new talented partners! I exhort therefore all to participate and to promote the group.

**Lorenzo Geri**  
**Rottami Padana SRL, Italy**

# The Melting Pot.

*Learn more about the BIR Young Traders Group from two of our committee members.*



**Julie Hooper**  
OneSteel Recycling, UK

**What was it like to attend your first convention?** My first BIR convention was in Monte Carlo in June 2008. I will honestly say that the convention was a little daunting at first, it was certainly a lot to take in with so many new faces and people to meet, but I soon overcame that and spent the majority of my time shadowing my then Manager who seemed to know everybody! I genuinely found the BIR to be a very useful tool in meeting a large number of our contacts (some of them for the first time) all in one place.

**Why did you join?** I was keen to be involved in the YTG and joined the committee the following year in 2009, my first meeting was in Dubai. The YTG aims to bring the upcoming generation together in a more relaxed environment and its success is clearly apparent with the continuous increase in Young Traders attending the BIR and also the YT Evenings over the past few years. The YT Committee also opens up opportunities to become involved with the various BIR committees in the future.

**What benefits have you found being a member of the Young Traders Group?** I have been fortunate enough to meet with people from all around the world who have since become friends, even if we don't have common ground to do business. The YT Committee has also allowed me to have input into the future of the group.



**Jose-Martin Neumann**  
TSR Recycling, Germany

**What was it like to attend your first convention?** The first convention I attended was the one in Munich. I meet many business partners among whom some have been friends and partners. It was a brilliant experience because I felt for the first time that I had deeply joined the scrap industry.

**What were your expectations?** I expected some busy days with a lot of trading and meeting new people. Besides this I can assure that I did not think that I would get so little sleep.

**Why did you join?** I joined the young traders because I liked the idea to meet other young people in our sector and to exchange experience and opinions. Young traders are the perfect combination of business and fun. I already did business with many of the young traders and I hope I can continue to do so over the next few years.

**What benefits have you found being a member of the Young Traders Group?** The benefits of being a member are numerous. It starts with being a perfect platform for exchange of market opinions, experiences and opinions. Me and my colleagues from TSR have done a lot of business with members of the young traders group and the atmosphere of the dinner event is unique. Through the get-to-know games it is easy to find new business partners and friends and the events have always been a lot of fun.

## Spotlight on a Young Trader.

*Paul Coyte of Hayes Metals Group shares with us his career's twists and turns to date.*

My Great-Grandfather Fred Hayes, the founder of Hayes Metals, moved to New Zealand after World War One. Fred Hayes fought on the front line during the war and when he got back to the docks in England any returned serviceman had the right of free passage to anywhere within the Commonwealth. Fred decided there and then, that with the challenging economic outlook in Britain, and any risk of having to fight in another world war, that he wanted to be as far away from the UK as possible. The day he arrived back in the UK he asked where the furthest place from England was that spoke English, the reply was New Zealand. He booked a passage for the following day. He arrived in New Zealand and started working on the railroads. Seeing piles of scrap accumulating as the railroads were being built, and not wanting to make a career in the rail industry, he challenged fellow workers to boxing matches during his lunch break and it was the money he won from these fights which was used to establish Hayes Metals.

Hayes Metals is now a fourth-generation, family-owned company producing copper based ingots in New Zealand and aluminium and zinc based ingots in Australia. Established in 1927, Hayes Metals is the largest producer of copper-based ingots in Australasia. I am a fourth-generation family member and in charge of international trade.

I have been involved in BIR since 2006 and from the first meeting started attending Young Traders Events. Being a part of this group gave me a huge number of contacts and also friends. The Young Traders Group is a fantastic group and I found people who were genuinely interested in helping each other succeed, which has had huge flow-on effects to Hayes and has helped me grow the company. A testament to this is the number of BIR members (many of which are young traders) that were invited to attend my wedding earlier this year.

Being part of the Young Traders Group gave me the opportunity to become involved within the BIR. The general rule is that the more you become involved the more you benefit from your involvement, and being involved in the BIR has been a real opportunity for personal growth. Through the Young Traders Group



I became involved in the Non-Ferrous Board, and am now the General Delegate. I was able to join the Membership Committee and am the Vice Chairman. I also became a member of the Nominations Committee. The highlight of my time to date within the Young Traders Committee has been as the Chairman of the Young Traders Group, a position I held for five years.

I still have a few years left as a Young Trader, and am truly grateful for the huge number of opportunities which the BIR and the Young Traders Group have given me. I can say to anyone who is thinking about joining: Join, become involved, the all-round rewards are immeasurable.

**Paul Coyte**  
**Hayes Metals Group**



# YTG members have their say.

*Below is a list showing Young Traders Group members' representation within the BIR's Advisory Council and all the way through the various Divisions and Committees.*

## Advisory Council

The Advisory Council is the forum in which the Presidents of the Special Committees present their reports to the Executive Committee. BIR past Presidents and the BIR Director General also participate in these meetings.

**Graeme Cameron, American Iron and Metal, Canada**

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### Ferrous Metals Division

To be appointed

### Non-Ferrous Metals Division

Alexandra Weibel-Natan, Manco, France

### Paper Division

To be appointed

### Textiles Division

To be appointed

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### Stainless Steel & Special Alloys Committee

Lorenzo Geri, Rottami Padana SRL, Italy

### Plastics Committee

### Convention Committee

Simon Isaacs, Panamax Metals, United Kingdom

### Communications Committee

Sandra Vrielink, Metal Radar BV, The Netherlands

### International Trade Council (ITC)

Graeme Cameron, American Iron and Metal, Canada

### Membership Committee

Alexandra Weibel-Natan, Manco, France

### Young Traders Committee

Refer to Page 9 for a full list of The Young Traders Committee.

### Finance Committee

Graeme Cameron, American Iron and Metal, Canada

### International Environment Council (IEC)

### Tyres Committee

# Forged Together.

*A special thanks to our committee members below for helping grow, mentor and develop the BIR Young Traders Group.*



Graeme Cameron  
American Iron and Metal, Canada  
Chairman Young Traders Group  
Representative to International Trade Council



Paul Coyte  
Hayes Metals, New Zealand



Zain Nathani  
Nathani Group of Companies, India  
Representative to the Shredder Committee  
& Vice-Chairman Young Traders Group



Nasser Al Sharif  
Sharif Metals International, Kuwait



Alexandra Weibel-Natan  
Manco, France  
Representative to Membership Committee &  
Non-Ferrous Division



Julie Hooper  
OneSteel Recycling, China



Hemant Sharma  
Risheek Global, Singapore



Sandra Vrielink  
Metal Radar BV, Netherlands  
Representative to the Communications Committee



Jose-Martin Neumann  
TSR Recycling, Germany



Mark Sellier  
OneSteel Recycling, China  
Honorary member



Lorenzo Geri  
Rottami Padana SRL, Italy  
Representative to the Stainless Steel &  
Special Alloys Committee



Simon Isaacs  
Panamax Metals, United Kingdom  
Representative to the Convention Committee



Nicky Jason  
Sansing International, United Kingdom

### **Past Chairmen/women of the YTG**

Michael West  
Metalrecyclers.com Ltd, Australia  
May 2001 – May 2002

Joel Jensen  
Scandscrap, Sweden  
May 2002- May 2004

Boris Bronneberg  
SMP, Germany  
May 2004 – Oct 2005

Caroline Craenhals  
Belgian Scrap Terminal, Belgium  
Oct 2005 – Dec 2009

Paul Coyte  
Hayes Metals, New Zealand  
Dec 2009 – Oct 2014

## A brief history of the Young Traders Group.

*Established in 2001, the BIR Young Traders Group has been fostering the industry leaders of tomorrow alongside the development of a world-wide community of fellow industry peers.*

Established in 2001, the BIR Young Traders Group has been fostering the industry leaders of tomorrow alongside the development of a worldwide community of fellow industry peers.

The Young Traders Group was created by BIR so that young executives (those aged 35 years and under) could start to become more involved in the activities of the organisation.

The first meeting of what was then called the Young Executives Committee took place in London in 1995 under the chairmanship of Mitchell Padnos of Louis Padnos Iron & Metal (USA). In 2001, it changed its name to the Young Traders Club and was given fresh

impetus with the broadening of its framework to include regular Young Trader networking evenings during BIR conventions. These dinners gave younger delegates the possibility to get to know each other and network in a more relaxed setting.

In recent years, the YTG has been developing programmes and activities, and is represented on the board of each commodity division. It is a platform for young traders to become part of the wider BIR organisation and become involved in its decision-making.

The YTG continues to grow and look towards the future, providing opportunities for all those interested in becoming involved.



# Get in touch.

*If you have any questions or would like further information on the Young Traders Group, BIR, membership or upcoming events and conferences we'd love to hear from you.*

*Visit [www.bir.org](http://www.bir.org), email [bir@bir.org](mailto:bir@bir.org) or call +32 2 627 57 70*



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**BIR** - REPRESENTING THE FUTURE LEADING RAW MATERIAL SUPPLIERS

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