



PRESS RELEASE

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2010 European Paper Recycling Conference Sets Record's; Dates and Location Announced for 2011

London, UK – On 3-4 November the 2010 European Paper Recycling Conference was held in Frankfurt, Germany and set records for both delegate attendance and the number of industry suppliers exhibiting.

The event drew the largest number of delegates in its history with attendees coming from throughout Europe and from as far away as China and the USA. “We were pleased to see our attendance grow by some 30%” commented Jim Keefe, publisher of the Recycling Today Media Group, the events founder. “The continued growth we see in delegates is a clear result of the need being met by the conference, a Pan-European approach that involves consuming mills and the paper recovery sectors” continued Mr. Keefe.

With a speaking faculty that included industry leaders such as Biffa, Kimberly Clark, CVB EcoLogistics, EuroPac, FOEX, Bollegraaf, GP Harmon, Norske Skog and more. The event's sessions were well received by attendees. “Our focus has always been on delivering valuable insight into the markets for recovered paper and the legislative backdrop that may impact those markets” said Brian Taylor, Editor-in-Chief of Recycling Today's Global Edition.

The dates were also announced for the 2011 conference, which will be held 9-10 November in Barcelona, Spain at the Barcelo Sants hotel. “Over the past several years our delegates have been asking to return to Barcelona. We're pleased that in 2011 we'll be able to do that, and with a great venue in the Barcelona Sants hotel” shared Ciaran Little, Director of Events for Pira, the conference organizer.

The European Paper Recycling Conference is designed for European and international paper recycling professionals – recovered paper merchants, government recycling officials, consuming mills, traders and brokers - who wish to stay ahead of the latest industry trends to meet the challenges of today's global marketplace.

To keep abreast of the latest information for the 2011 conference check the event website www.PaperRecyclingEurope.com.



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About the Recycling Today Media Group

Founded in 1963 the group publishes *Recycling Today* magazine, *Recycling Today Global Edition* magazine, the *Paper Recycling Markets Directory*, RecyclingToday.com as well as numerous other magazines and directories for the scrap and recycling industry. As the leading media outlet serving the international recycling market we offer unique and powerful perspective on industry activities and trends.

About Pira International

Pira International is the leading worldwide research and advisory company for the paper, packaging and printing industry supply-chains. We provide market research, events, strategic and technical consulting and testing to help clients understand market trends, identify opportunities, meet compliance requirements, network and develop strategies to grow their business.

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