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RELEASE IMMEDIATELY

Programme announced for Europe's leading paper recycling conference

The Recycling Today Media Group and Pira International are pleased to announce the unrivalled agenda for the European Paper Recycling Conference 2010, featuring **Kimberley Clark, McKinsey & Co, ERPA, Moore & Associates, International Paper, Biffa, and Bollegraaf.**

Taking place at the **Sheraton Congress Hotel Frankfurt, Germany** on **3-4 November 2010**, this year's European Paper Recycling Conference will address all issues affecting the European and global recovered paper industries; uniquely bringing together the entire recovered paper supply chain.

Day 1 will open with an overview of the global macroeconomic conditions and their impact on recovered paper markets, chaired by Jim Keefe of **Recycling Today** and featuring Per Ove Nordstrom of **McKinsey & Co.** Lunch will be followed by a session covering recent developments in legislation and their impact on future market conditions. Chaired by Merja Helander of **ERPA** and finished with the panel debate, this session will present David Barrio of **Aspapel** and Alejandro Villanueva of **European Commission.**

The future of the European and global paper industry will be the focus of the next programme part, titled "*The future is far from paperless*". It will include presentations from Graham Moore and Martin Kay of **Pira International** and Tony Waring of **Kimberley Clark.** The last session of the day will be chaired by Brain Taylor of **Recycling Today** while Michiel Messchaert of **Maersk** and Hans Meulenberg of **Kuehne + Nagel** will be examining transportation and logistics issues for recovered fibre. Both sessions will also feature a panel discussion of the topics covered.

Day 2 of the conference will commence with views and case studies from mill buyers, followed by analysis of the global market trends and conditions. This session, named "*One World, Several Markets*", will be chaired by Richard Getkate of **CVB Ecologistics** and will include insights from Bill Moore of **Moore & Associates**, Michael J Belus of **GP Harmon** and Doug Schwartz of **International Paper.** These presentations will include detailed expert update on emerging markets like China and India.

"*Recovery plant technology*" is the title of the penultimate session, including updates on current available technologies from Ian Wakelin of **Biffa** and Heiman Bollegraaf of **Bollegraaf.** The closing session, "*The Pricing and Profit Equation*", will comprise presentations from Timo Teras of **FOEX Industries** and Om Bhatia of **Macquarie Bank**, summarising the trends affecting major recovered paper grades pricing. Both afternoon sessions will close with an interactive panel debate.

The comprehensive conference programme will be complemented by the exhibition, which is already almost sold out at this point. It will showcase leading suppliers and service providers including **International Paper, BOA Recycling Equipment, Bollegraaf, Moore & Associates, Mark Lyndon International, Victory Creations, Enesco International, The Environmental Exchange, Presona, ACN Europe, Sennebogen** and **Shred-Tech.**

With various networking opportunities, including a drinks reception at the end of day one, European Paper Recycling Conference 2010 is the ideal platform to make lucrative business connections and to stay abreast of the latest industry developments and issues. The complete and detailed programme can be found on the conference official 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 – *the* worldwide authority on the packaging, paper and print industry supply chains

Established in 1930, Pira provides strategic and technical consulting, testing, intelligence and events to help clients gain market insights, identify opportunities, evaluate product performance and manage compliance.