

## CPI Senior Management Symposium

The Confederation of Paper Industries held its third Senior Management Symposium yesterday (Wednesday 13 October) in the magnificent surroundings of Stationers' Hall, London.

For the first time, CPI opened the event to CEOs and Senior Managers of both Members and Non-Members alike, resulting in record levels of attendance.

The event was titled *The Next Decade - Challenges and Opportunities*, and the programme included presentations from high-profile industry figures, including:

- **Keynote Speech**  
Tony Smurfit, President and Group Chief Operations Officer, Smurfit Kappa Group
- **Revitalising the UK Economy: A Vision for the Future**  
Dan Rogerson, Liberal Democrat MP for North Cornwall and Chairman of the All-Party Parliamentary Packaging Group
- **The Product Packaging Sustainability Chain**  
Jane Bickerstaffe, Director, INCPEN
- **UK Energy – Prospects for Prices and Security of Supply**  
Jeremy Nicholson, Director, Energy Intensive Users Group
- **Policy and Industry: In Search of Synergies**  
Marco Mensink, Energy & Environment Director, CEPI
- **Global & UK Economic Outlook: Implications for Investors**  
Julien Seetharamdoo, Investment Strategist, Coutts & Co
- **Promoting Print Media in Europe**  
Martyn Eustace, Director, Two Sides
- **Designing Out Waste – Why Carbon is Not the Only Game in Town**  
Julie Hill, Associate, The Green Alliance
- **The Government's Review of Waste Policy**  
Andrew Gregory, Waste Programme Manager, Defra
- **Sharing an Experience**  
Clive Wilson, Mill Manager, Arjowiggins Ivybridge Ltd

The Symposium was chaired for the first time by David Workman, who took over as CPI Director General in April this year. Speaking after the event, David commented.....

"This year's CPI Senior Management Symposium focussed on the challenges and opportunities that face the paper industry over the next decade and we were very fortunate to have heard from some very informative speakers.

The day started with an excellent keynote speech from Tony Smurfit, who spoke frankly about how the UK paper industry has become more global in recent years. Tony went on to speak about the impact of commodities and pricing, and the demand for inputs, particularly from China and its appetite for recycled material. This was followed by a very useful contribution from Dan Rogerson MP.

*Continued....*



*Tony Smurfit, President and Group Chief Operations Officer, Smurfit Kappa Group*



All the speakers who followed contributed to our understanding of the key issues that face the UK paper industry over the next ten years. These include the growing economic uncertainty both home and abroad, and the growing impact of environmental regulations on energy costs and the need to maintain and secure competitive/affordable power supplies. Other key issues range from changing perceptions on products and packaging and looking beyond the 'carbon' agenda through to the need for an EU resource efficient economy, with raw materials at an affordable price, and a review of the coalition Government's waste policies and the uncertainty surrounding these policies.

Looking ahead, there are some huge opportunities for paper and paper-related sectors, and the industry has a great story to tell. Paper is a versatile product which is used in some shape or form everyday, it is sustainable with good environmental credentials, and is essential in today's world.

This was a well attended Symposium, held in the magnificent surroundings of the Stationers' Hall, and the feedback we have had so far suggests that those who attended not only enjoyed the day but felt they were much better informed about the topics that are likely to dominate over the next ten years."

All presentations will be available on the CPI website for a limited period, at <http://www.paper.org.uk/symposium/symposium.html>.

## ENDS

For further information please contact Des Fogerty, CPI Company Secretary on 01793 889621 or email [dfogerty@paper.org.uk](mailto:dfogerty@paper.org.uk).

## Notes to Editors

- CPI is the voice of the paper industry in the UK, representing papermakers, tissue manufacturers, corrugated packaging producers and recovered paper merchants.
- CPI represents 75 Member Companies, with a combined annual turnover of £4 billion and 24,500 personnel.
- For additional information on the UK paper industry, in the first instance, please contact Catherine Waterfield, External Affairs Coordinator, on 01793 889612 or email [cwaterfield@paper.org.uk](mailto:cwaterfield@paper.org.uk). Alternatively, please visit: <http://www.paper.org.uk>.