



HAWKINS WRIGHT

2A Blake Mews
Kew, Richmond
Surrey
TW9 3GA
www.hawkinswright.com

Save the date! March 27th 2014



Hawkins Wright 2nd Shanghai Symposium (Part of Shanghai Pulpweek)

Following the enduring success of the Hawkins Wright & BWP annual London Symposium, this year we were encouraged to host the 1st Hawkins Wright China Symposium on Thursday 21st March 2013. The Symposium attracted more than 300 industry participants, representing 130 companies from over 25 countries. The delegates were evenly balanced between pulp suppliers, accounting for 75% of global market pulp supply, and major Chinese buyers. Delegates also included buyers from other regions, logistical service providers and financial institutions.

The success of this inaugural event has reinforced our belief that it can become the cornerstone of an annual Shanghai pulpweek. As such, we are delighted to announce that we will be hosting the 2nd Shanghai Symposium on **Thursday 27th March 2014**. We hope that this event can provide an ongoing, annual platform for global pulp suppliers and service providers to come to China to meet with their Chinese customers. With China's share of global market pulp demand forecast to grow from 28% last year to 34% by 2017, China is deserving of its own Pulpweek in the same way that both North America and Europe host annual gatherings.

For more information, including sponsorship opportunities, please contact us:

Tel+44 208 747 5840

post@hawkinswright.com

Companies represented in 2013

Domestic

APP, APRIL, Bohui, C&S,
CCF Group, Chinabase
CNLIIC, CNPPC, Dahe,
Five-Star, Zhejiang
Hengan,
Hengli, Fujian, Huatai,
Hulijia, Henan,
Jialin, Shandong,
Meilin, Xinjiang,
Hengfeng,
Nanping Paper,
Oumu, Zibo,
Sinocan, Sinolight,
Skyrun, Sunshine Paper
Swire Shipping,
Tianbang, Henan,
Tianxiang, Fuyang,
Tianyi, Jiangsu
Tralin, UPM, Vertex,
Vinda, Welbon,
Whywin, Anhui
Xiamen C&D, Xianhe
Xingbao, Shanxi
Xinyang, Xiamen
Xinyu, Henan, YFY
Yinge, Youlanfa, Fujian
Zhenghua, Zhejiang
Zijinghua Paper, Ningxia

International

Altri, Billerud
Canfor, Catalyst
Arauco, Cenibra, CHH,
CMPC, CNG,
Cellmark, Ekman,
Eldorado, Eurocell,
Euroports,
Fibre Source International,
Fibria, Gearbulk Shanghai,
Grieg Star Shipping,
Hawkins Wright,
IFP, Ilim Group,
Imerys, Macquarie,
Mercer, Metsa Fibre,
Mondi AG, Mondi Ltd.,
Moorim, Nordea,
Portucel,
Poyry Consulting
Saga Forest Carriers,
SAPPI, SCA Europe,
SCA Hygiene Australia
Suzano,
Stora Enso, UPM,
Westfal Larsen Shipping,
Winstone

Note: the conference hotel and preliminary program will be announced in September



HAWKINS WRIGHT

Shanghai International Pulpweek

March 23rd-28th 2014



The need for Shanghai Pulp Week

The first London Pulp Week was organised 100 years ago by the British Woodpulp Association and equally successful weeks are organised in North America (MPA) in May each year. The weeks involve private meetings and less formal parties organised by pulp suppliers and service providers.

A conference or symposium event provides a focal point, drawing everybody together to enjoy high quality presentations and panels on a wide range of relevant business issues. More important, it allows networking opportunities between several hundred delegates with common interests. In such an international industry, the facility to hold 30 or 40 meetings, attend events and to network with hundreds of other delegates in the same city in the same week is a very cost effective way to foster relationships between buyers and sellers.

In the last ten years, China has grown to be the most important and influential single market. Because of the differences in language and culture, it is arguably more important to develop understanding and empathy between the Chinese paper industry and their international suppliers.

The end of March has been established as a convenient time to hold such an event in China, bearing in mind seasonal factors and other established events in the pulp and paper calendar.

Why Shanghai?

Nearly half of market pulp shipped to China is imported to Shanghai and surrounding ports. More than 90% of Chinese customers are located within 1.5 hour flight or a few hours overland travel from Shanghai. In addition, Shanghai is the starting point of the Yangtze River, a major waterway. With the fast economic development of central and western China, we expect more pulp volume will be transported to inland China via the Yangtze River. Furthermore, the majority of foreign and multi-national pulp and paper companies have their China operations headquarters in Shanghai.

Shanghai is also the most developed city in China, boasting many world class hotels, restaurants, and conference centers, ideal for organising International Pulp Week to serve Chinese and international companies alike.