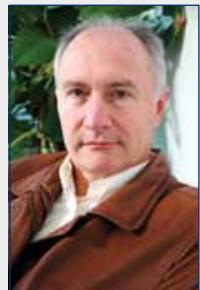


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## REAL HIGHLIGHTS

**N**ew year's sign for *O Papel* magazine starts this edition with the traditional Sector Highlights: companies which ended 2011 enjoying the recognition of their clients in products supply, services and management practices.

In the 12 awarded categories, one can find organizations well consolidated in their businesses, which always aimed at innovating or looking forward to the marketplace in order to gain greater visibility. Being either suppliers or producers, these companies will be presented in this edition, when we will be revealing more details of their projects and the reasons that made them real sector highlights.

The entire business environment represented by the winning companies is inserted in Brazilian economy. In order to know the pulp and paper results reached last year, we opened year 2012 with a special interview with the executive president of the Brazilian Pulp and Paper Association (Bracelpa), Elizabeth Carvalhaes.

The big question we ask at the beginning of this year is: what can we expect for 2012? Without any doubt we will face a year full of challenges, mostly during the first half, when economy uncertainties, both nationally and internationally, will still influence the investment decisions in our sector.

Something becomes cause for alert, plus the fact that we see, published by the mainstream media – and even in advertises in general: completely distorted information about what is paper, where it comes from and its sustainability. Well: so, what do the economic uncertainty and the lack of information have in common?

The solution for the two cases comes with knowledge – knowledge for turning our processes more efficient, and, as a consequence, we will obtain more competitive costs. This is a problem affecting all Brazilian industry, including our sector. We cannot remain at the mercy of the exchange rate; we must

look for processes that help us to be more competitive internationally. For this, we have to dare!

Yes, we have to dare to innovate and search for means that will lead us to the much needed competitiveness, sustainably, with eyes not only aimed at short term, but also pursuing the implementation of practices that may assure the continuance of our competitiveness conditions, not only in exports, but also preserving our participation in the domestic market.

After all, much more important than any economic barrier, often of short term, the technology barrier is the most effective way of protection for our sector. And we must adopt this attitude with knowledge, in order to show to the Brazilian people that the production of pulp and paper creates 115 thousand direct jobs and 575 thousand indirect jobs; pays more than R\$ 2,2 billion in taxes; exports more than US\$ 6 billion and still sequesters from four to five times more carbon than liberates in the productive processes, due to the planted forests, where all the raw material comes from.

For sure such data contrast with reports published by important weekly magazines or with the television propaganda which shows an innocent child tearing sheets of paper.

Focus of ABTCP – which completes 45 years of activities in pulp and paper industry – in 2012 will be, among others, to reinforce the work in our Technical Committees, analyzing processes capable to contribute to our competitiveness, always based on a large amount of innovation.

Similarly, we must strengthen our communication, mainly with college students, showing them how important the sector is, as an economic strength, with the purpose of attracting future professionals to help us in our continuous search for improvements and excellence.

Excellent year to all and enjoy your reading! ■