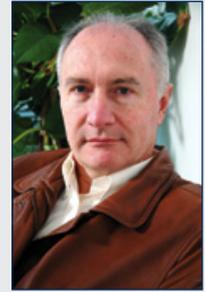


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VISION, KNOWLEDGE AND FUTURE

Success in the pursuit of excellence in any process necessarily depends on defining a vision of the future and our attitude towards sharing this vision with all those involved.

However, establishing a vision without a conceptual basis, that is, without an action plan capable of leading us to achieve excellence, is nothing more than declaration of good will – but good intentions doesn't make things happen.

There's no doubt that planted forests are an important advantage for the competitiveness of the pulp and paper sector, that our production technology for printing and writing paper using 100% eucalyptus fiber is singular in the world and that our technical level in packaging and tissue paper ranks us among the most important producers worldwide.

We must keep in mind, however, that we've reached this level because we worked many years following strategic development plans based on our vision of the future in order to appear at the top of the international ranking. We pursued knowledge to achieve success – and this was fundamental!

The question today, considering the vision of the future for the pulp and paper sector, is: what do we need to do to maintain our leadership position over the next 20 years? We need to define an action plan that will lead our industry along the path of continuous improvement towards growth and excellence.

We have competent universities and high-level professionals in our sector; all we need is a vision of the future and the respective plan to achieve our goals. For such, some questions need to be answered such as how to value our forest products even more. Without a doubt, biorefinery and bioenergy are alternatives for developing more products from our forests, making them even more competitive.

Another important question refers to our production chain: until when will we continue with the paradigm that we cannot invest in printing and writing paper because our market is small and our logistics structure does not allow us to compete in international markets? Are we prepared to develop papers that allow creating lighter, more resistant packaging or even softer, more absorbent tissue paper with high productivity?

To answer these and other questions, we need to seek knowledge that allows us to consistently advance towards limits

that could seem unachievable. When faced by questions such as the ones presented in this article, we need to seek answers in a shared manner in the globalized world from those who already have an advanced level of development in these same processes.

It is important to point out that we are not referring to information, which is ephemeral, but rather seeking knowledge, something permanent and that updates itself continuously. A good example of knowledge exchange in our sector is Finland, which was in the spotlight in Brazil on February 16 during the *Brazil - Finland meeting: cooperation opportunities in bioeconomy*.

The event, in which I participated as ABTCP's President together with Darcio Berni, our Executive Director, was sponsored by the Finnish government in partnership with the Brazilian Pulp and Paper Association (Bracelpa), as well as the Sugarcane Industry Union (Única) and The Finnish Export Association (Finpro).

One of the highlights that you will be able to read in this month's stories and interview of *O Papel*, were developments in Finland in the area of biorefinery and bioenergy. Additionally, executives, businesspersons and researchers present at the event suggested creating through Abo Akademi a workgroup to assess and discuss the feasibility of biorefinery development in Brazil.

If activities follow the path of success based on the actions of this workgroup, this will be an important development and growth opportunity for our sector in Brazil. This is because, together with our enviable yield and our resources, we can share the knowledge available, adapting it to our reality and intentions, as well as ensure the future of our sector in this new business front.

Looking at the editorial content of this special edition of *O Papel*, we will reflect on how to add value to our business in the pulp, paper and forestry industry based on the knowledge that is available to us and that can be developed. We need to reeducate our behavior towards innovative attitudes in day-to-day processes in our companies.

ABTCP, through its Technical Committees and in conjunction with its members, works in partnership with the sector to overcome the challenges and encourage all professionals and companies to think constructively towards a more promising future for all of us in terms of human resources, pulp and paper production and optimization of our green wealth. ■