

PressRelease

Brussels, 12 December 2011

Introducing the new CEPI Chairman: Jussi Pesonen, CEO of UPM

“EU needs a competitive forest-fibre industry to reach carbon neutrality”

The Confederation of European Paper Industries (CEPI) is pleased to announce the appointment of Jussi Pesonen as next CEPI chairman. Mr Pesonen is the CEO of UPM-Kymmene Corporation and of Finnish nationality. He will start his chairmanship on 1 January 2012. Mr Berry Wiersum, current CEPI chairman, will take the post of Vice-chairman for the next two years to guarantee a smooth transition.



Pesonen stated that the EU needs a competitive forest fibre industry in order to meet its carbon neutrality goals. *The forest fibre industry is the leading producer of bio-energy and renewable wood based bio-products in Europe. European consumers are most definitely interested in seeing positive progress in substituting oil-based products with renewable and recyclable bio-products. Therefore European policy makers should ensure a competitive operating environment for this industry*, said Mr Pesonen.

Pesonen mentioned three examples of policy measures that directly affect competitiveness of the sector: *“We need the continued carbon-leakage status for 2015-2020 to remain competitive. Also the EU Renewable Energy Policy, by subsidising biomass for energy use, threatens the supply of essential raw materials for our industry. At a regional level, the sulphur directive of marine fuels increases transport costs in Northern Europe to uncompetitive levels.”*

Jussi Pesonen was named President and CEO of UPM in January 2004. Under his leadership, the company has taken consistent measures to reposition itself as the Biofore Company. Mr Pesonen joined UPM in 1987 as a production engineer, advancing rapidly into



leading management posts in UPM's various business units. Mr Pesonen (born 1960) has a Master of Science degree in engineering in process technology from the University of Oulu, Finland.

- END -

**For more information, please contact
Daniela Haiduc, Communications and Public Affairs Manager CEPI at d.haiduc@cepi.org,
mobile: +32 473 562 936
or Pirkko Harrela, Executive Vice President, Corporate Communications, UPM at mobile +358
40 507 8764, pirkko.harrela@upm.com**

Note to the Editor

CEPI aisbl - The Confederation of European Paper Industries.

The Confederation of European Paper Industries (CEPI) is a Brussels-based non-profit making organisation regrouping the European pulp and paper industry and championing this industry's achievements and the benefits of its products. Its mission is to promote the members' business sector by taking specific actions notably, by monitoring and analysing activities and initiatives in the areas of industry, environment, energy, forestry, recycling, fiscal policies and competitiveness in general. Through CEPI, the paper industry increases its visibility and acts on emerging issues, making expert and constructive contributions on behalf of the industry.

Its collective expertise provides a unique source of information both for and on the industry; coordinating essential exchanges of experience and knowledge among its members, the ability to provide technical assistance to legislators and to identify independent experts on specific issues. Through its 19 member countries (17 European Union members plus Norway and Switzerland) CEPI represents some 700 pulp, paper and board producing companies across Europe, ranging from small and medium sized companies to multi-nationals, and 1000 paper mills. Together they represent 25% of world production.

Website: www.cepi.org Twitter: @EuropeanPaper