

ASIA SUMMIT 2018

Book Chain Project

Neil Everett

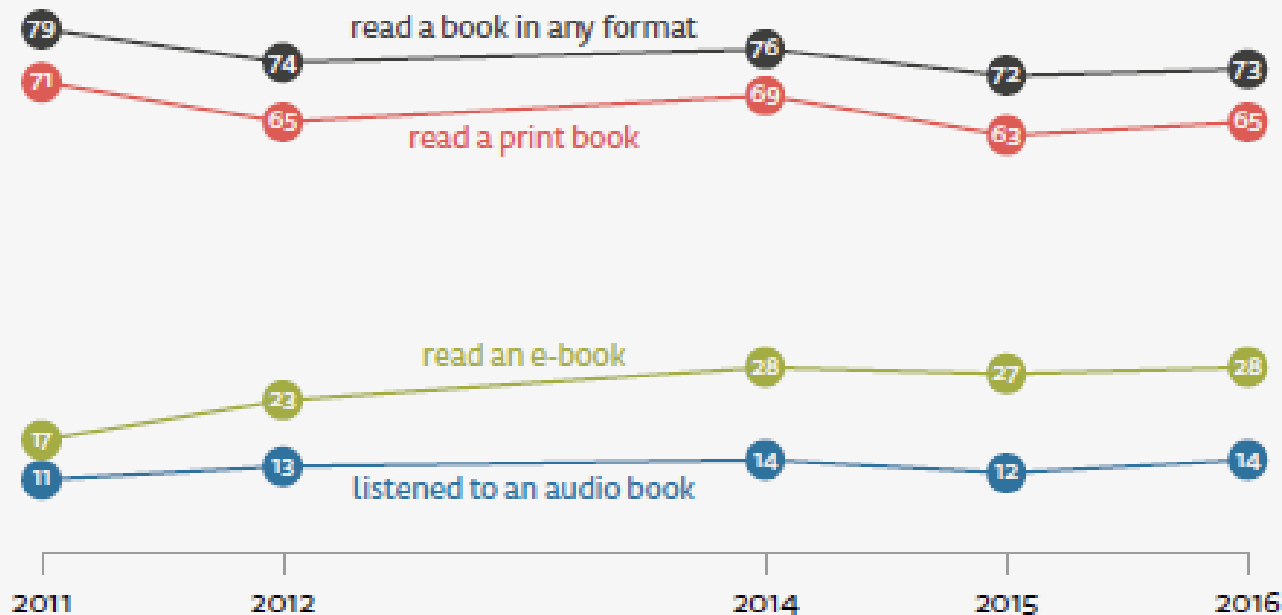
24/04/18

'10 years ago print was going to soldier on another 10 years. Now it's five or fewer'

Chris Mimms, MIT Technology Review
3rd September 2010

Print books continue to be more popular than e-books or audio books

% of U.S. adults who say they have _____ in the previous 12 months

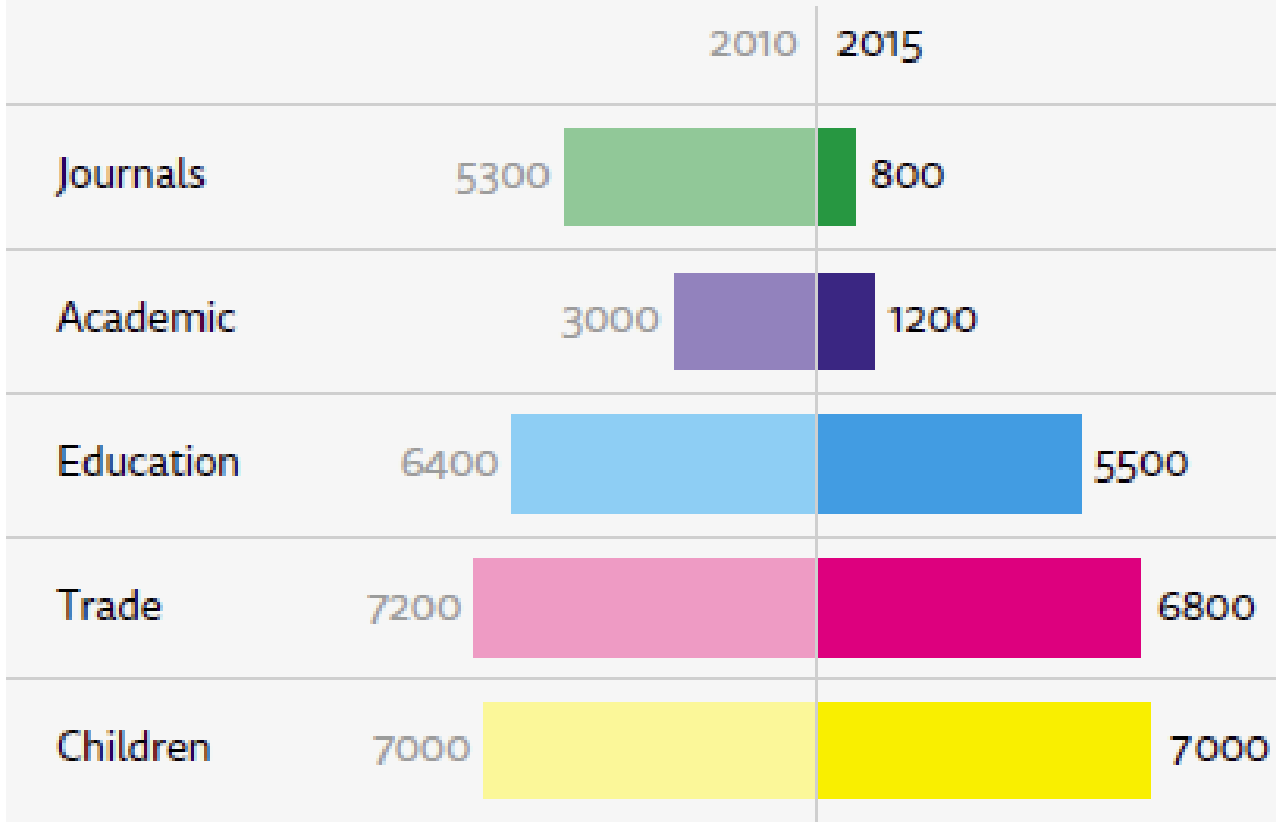


Source: Survey conducted March 7–April 4, 2016. "Book Reading 2016" – Pew Research Center

The Future of the Printed Book



Average Print Runs of PREPS Companies by Publishing Type



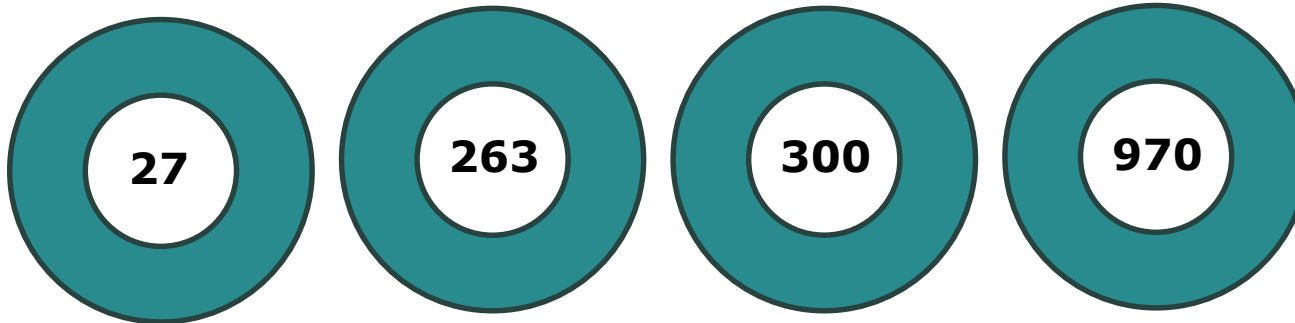
The
Future
of the
Printed
Book



Source: PREPS Future Of The Book Survey, 2016



BOOK CHAIN IN NUMBERS



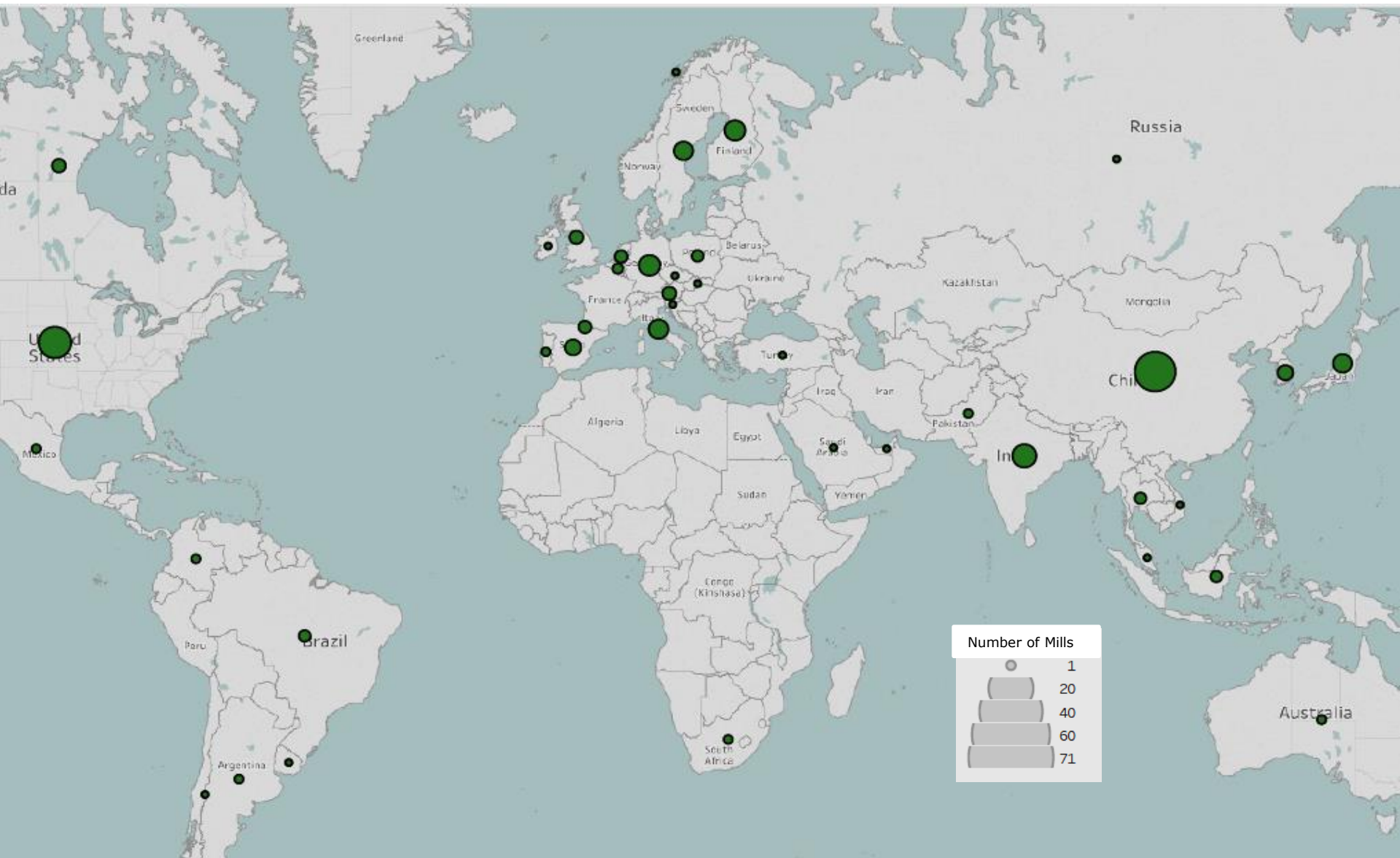
Publishers;
*Including 13
of the top 25
(by revenue)*

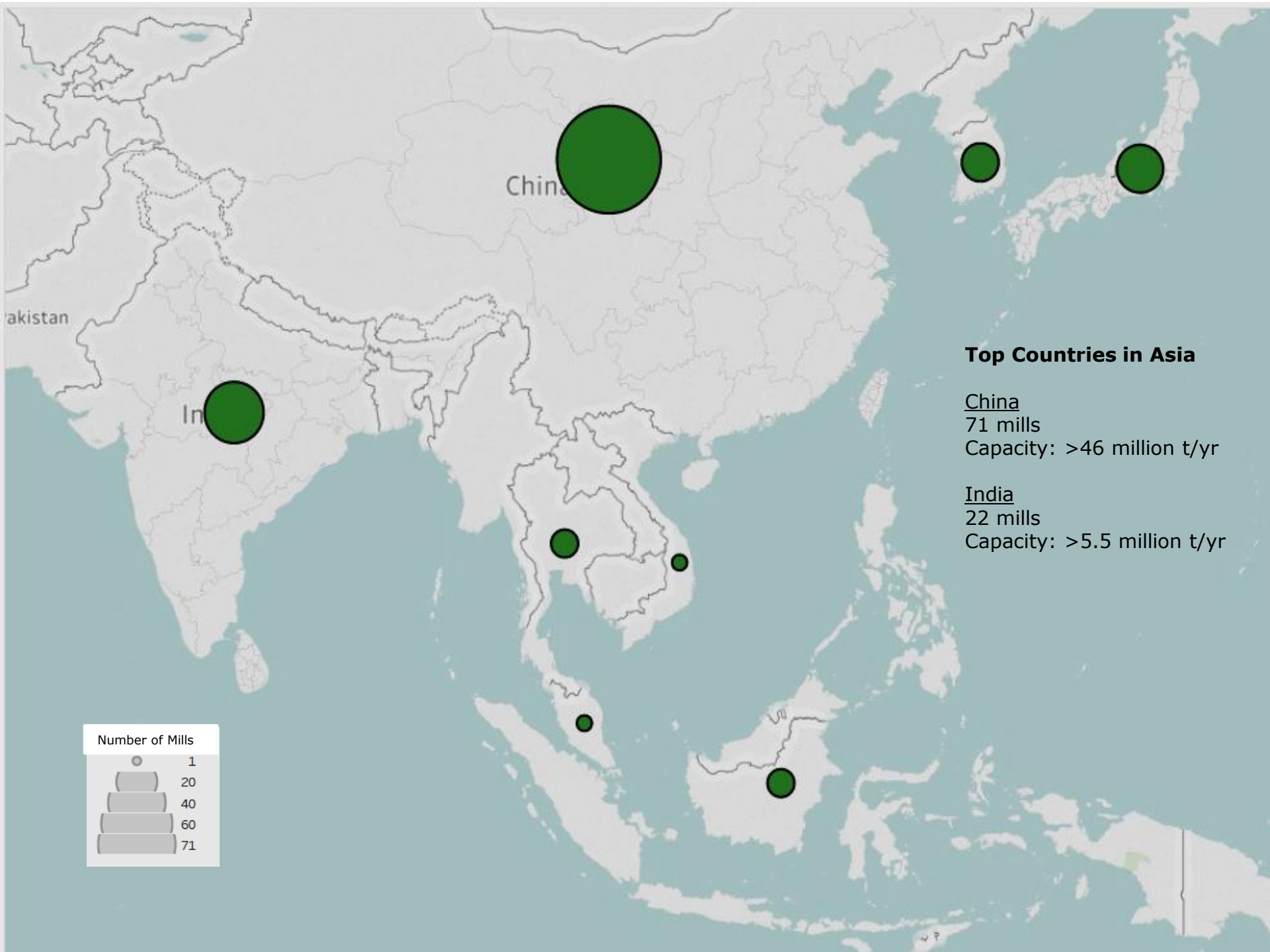
Printers

Mills

**Active
Brands**

http://www.wischenbart.com/upload/Global-Ranking-Publishing-Industry-2017_Table-of-Content.pdf





China

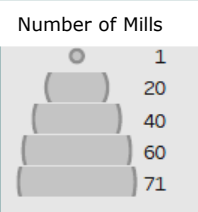
Pakistan

India

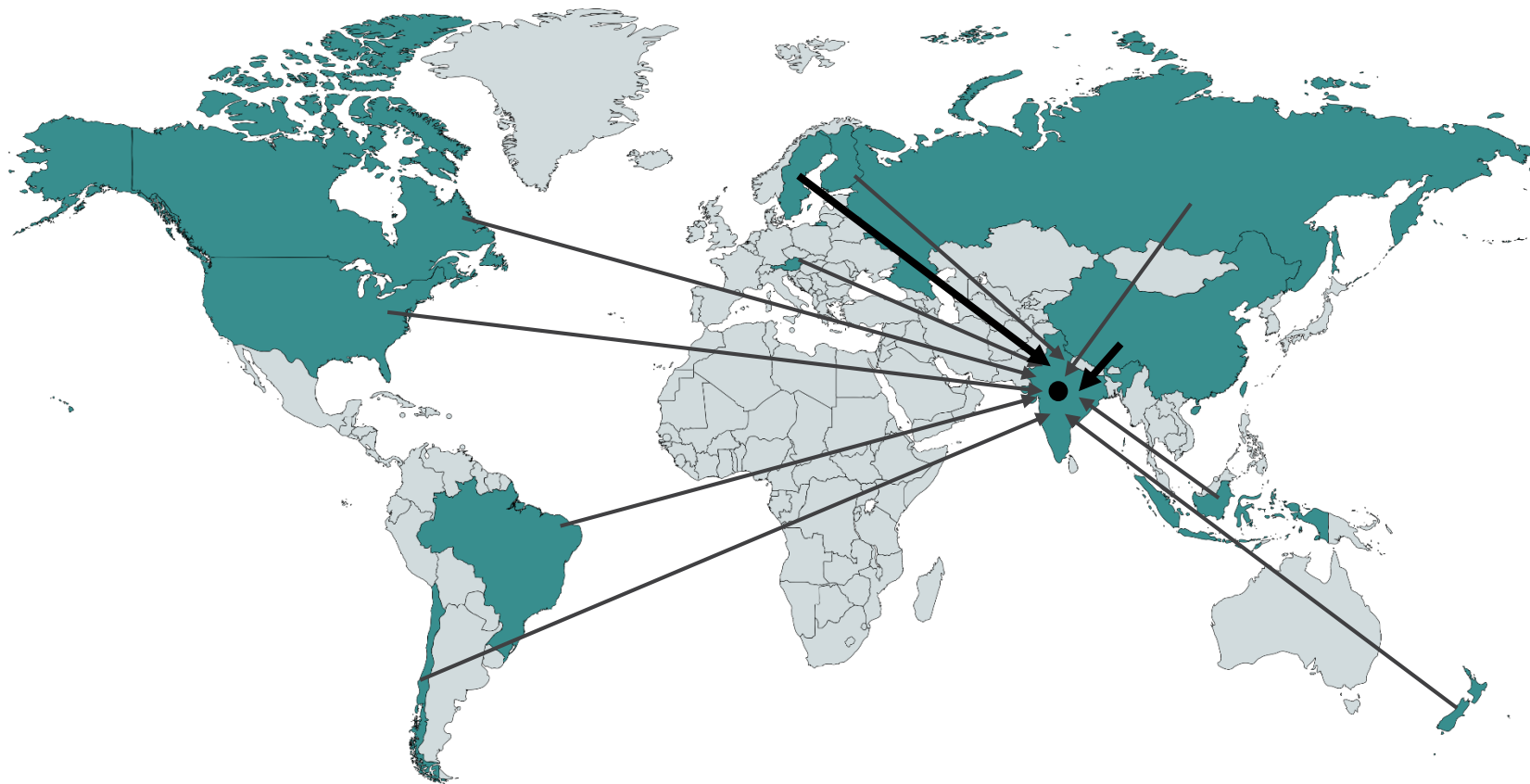
Top Countries in Asia

China
71 mills
Capacity: >46 million t/yr

India
22 mills
Capacity: >5.5 million t/yr

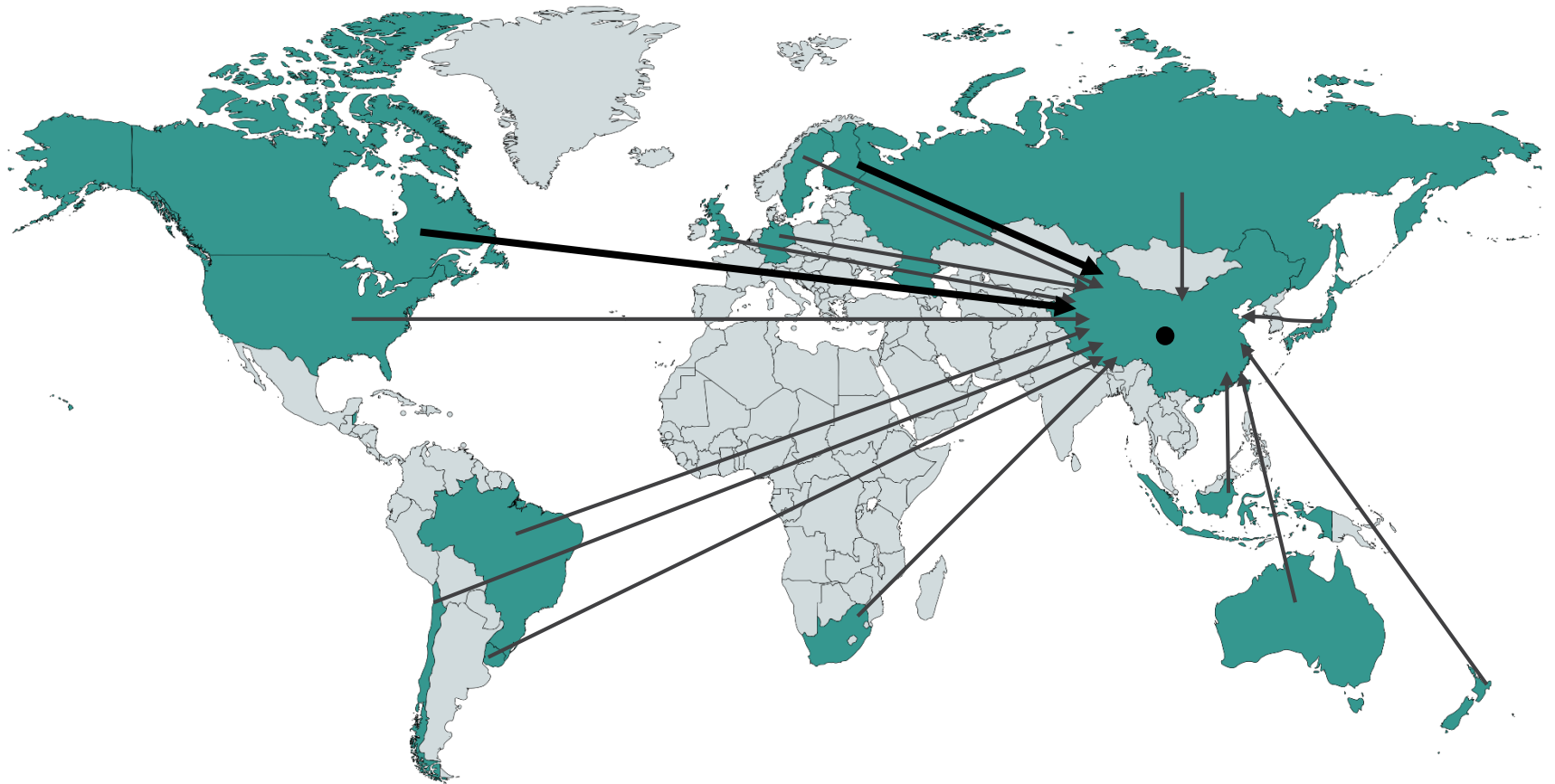


INDIA PULP FLOWS



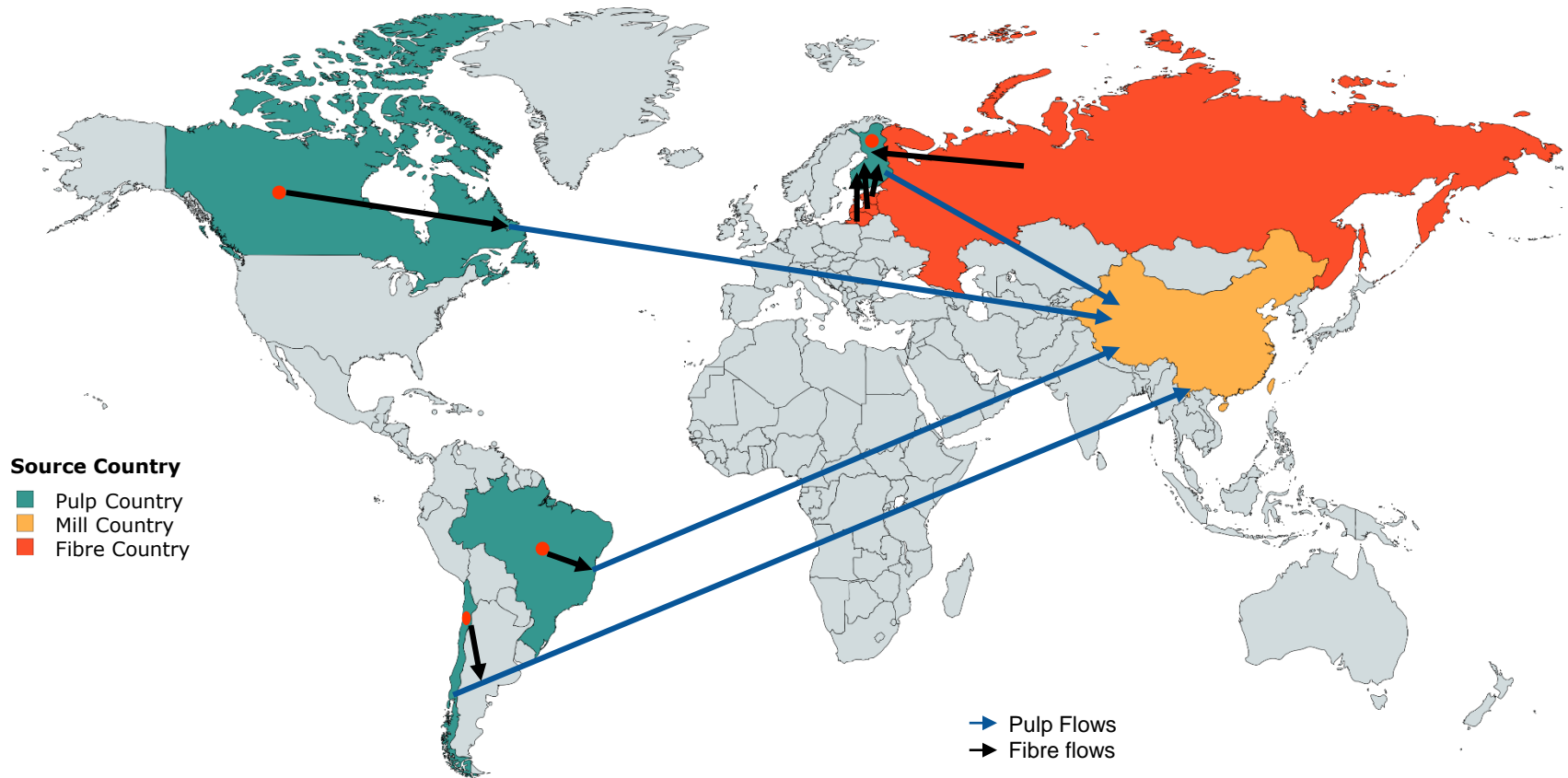
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CHINA PULP FLOWS



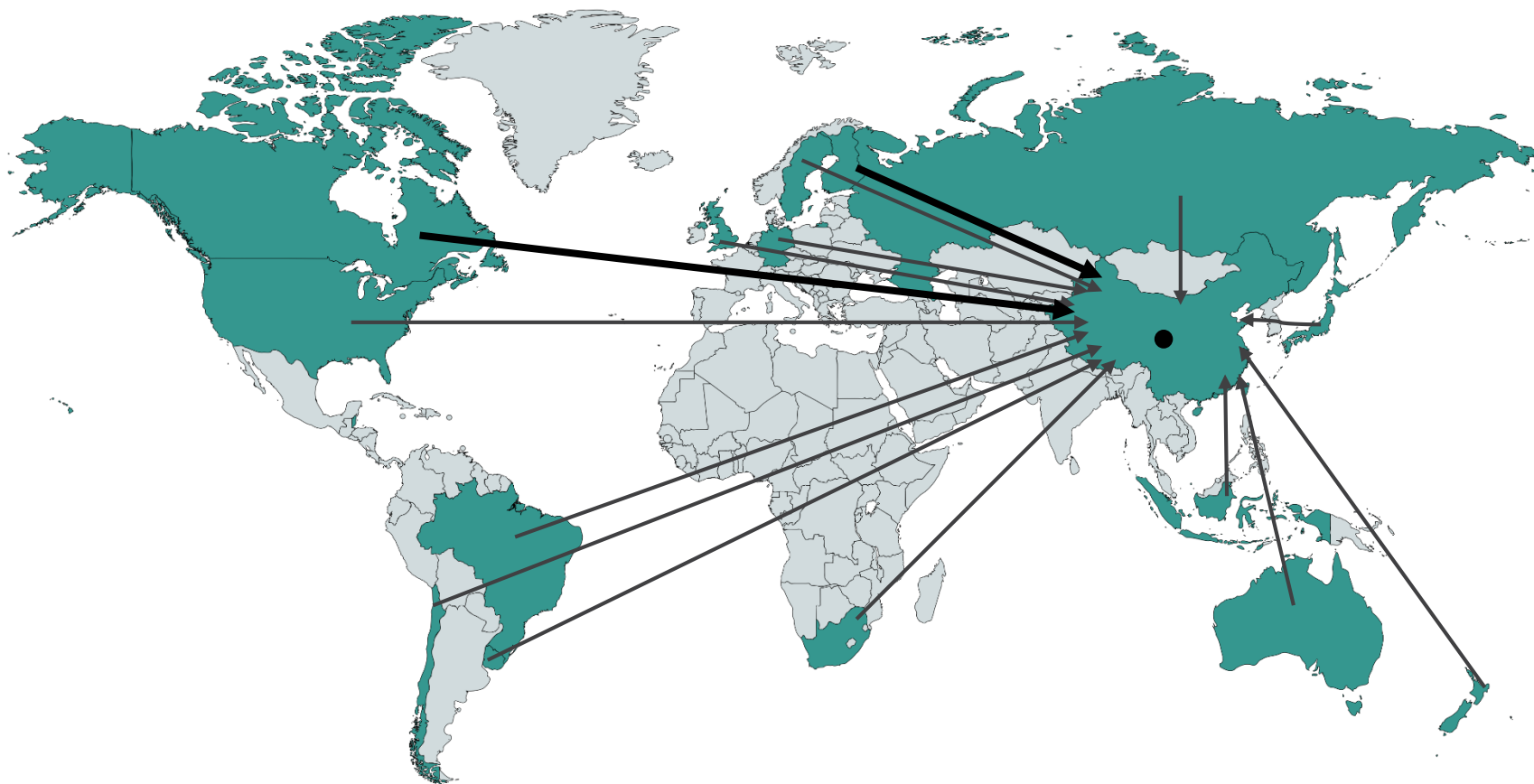
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FIBRE SOURCE FLOWS INTO CHINA: ONE PAPER



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CHINA PULP FLOWS



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AGENDA FOR TODAY

1. Growing Expectations: The customer viewpoint
2. Forest and Mill impacts: View from the ground
3. Peer responses: Paper Mills sharing good practice
4. Forest Certification: Adapting and Evolving
5. Breakout groups
6. Wrap up