New CEPI Chairman: Magnus Hall, Holmen CEO

Brussels, 29 January 2008

The Confederation of European Paper Industries (CEPI) is pleased to announce the appointment of Magnus Hall as the new CEPI chairman. Mr Hall started his chairmanship in the beginning of January and will hold the post until the end of 2009. Mr Frits Beurskens, former CEPI chairman, will keep the Vice-chairman post for the next two years to guarantee a smooth transition.

Magnus Hall has been the president and CEO of Holmen since April 2004. He holds an MSc degree in Industrial Management and Engineering from Linköping Institute of Technology in Sweden and was a Fulbright scholar at Georgetown University in the US in 1985. Mr Hall has been with Holmen since then and has previously worked as VP Marketing and Sales and president of the publication paper division. He is also chairman of the Forest-Based Sector Technology Platform (FTP) and vice chairman of the Swedish Forest Industries Federation.

In light of the latest European Commission proposal on energy and climate change and the beginning of the Sustainable Energy Week in Brussels, Mr Hall remarks: “CEPI is working very hard to integrate the climate change, energy and competitiveness issues into one vision for industry policy and is working to ensure that the European pulp and paper industry continues to be seen as an example of how competitiveness and sustainability can go hand in hand. I think we have some tough challenges ahead but have great belief that our industry will meet them and prosper.”

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Note to the Editor

CEPI aisbl - The Confederation of European Paper Industries

The European paper industry is one of the most competitive and sustainable in Europe producing 100 million tonnes of paper and board and 40 million tonnes of pulp annually. It provides directly 230,000 jobs and indirectly 2,950,000 jobs along the forest and paper chain. The paper sector makes a vital contribution to the quality of every day life, and through its commitment to research and innovation, to that of tomorrow.

CEPI champions the interests of the pulp and paper industry in Europe, representing those interests towards the European Institutions. It monitors, analyses and acts upon EU legislation and initiatives relevant to industry, communicating on the industry’s achievements and the benefits of its products. Through CEPI, the paper industry makes expert and constructive contributions to the official European consultation process with industry. CEPI directly represents the National Associations of the paper industry in 17 member countries across Europe.

Through its 17 member countries* CEPI represents 800 pulp, paper and board producing companies across Europe, ranging from small and medium sized companies to multi-nationals, and 1,200 paper mills. Together they represent 27% of world production.

(15 European Union members plus Norway and Switzerland)*