

Subject Line: The NZ pulp and paper industry remains a vital part of the sector: Will it get a new life? The P&P sector will be discussed at DANA Rotorua on 11 & 12 August

STOP PRESS: Just as this newsletter was being finalised, DANA confirmed that Martyn Craven, Director, TelferYoung (Rotorua) Limited formerly Reid & Reynolds Limited, has agreed to present on the topic of: **Can Forestry compete with Agriculture in NZ? – Trend of selling off the gold and keeping the lead, in acquisition of forest land estates in NZ.**

Economics of forest/farm conversion. TelferYoung is one of only a very few valuation firms in New Zealand which has a long history in the forestry sector. The founders of TelferYoung were part of the original “Lincoln Mafia” who rose to become directors of NZ’s largest valuation firms. Martyn’s topic will be very interesting to delegates. DANA is looking to ensure that Martyn has sufficient time to deliver his address within the existing programme.

The speaker line-up is now complete for this important meeting: **The New Zealand Forestry and Forest Products Sector: Its situation in 2014 and trends going forward**

A “Quick Check” of the Rotorua **conference program topics and speakers** can be seen [here](#)

Location & Venue



Rotorua: Home of New Zealand’s Maori Culture and Geothermal Activity



Novotel Rotorua Lakeside

Speakers:

A total of 27 speakers/panelists are confirmed, including 17 from New Zealand; and **10 who are flying in from overseas** [3 from Canada, 2 from Australia, 1 from United Kingdom, 1 from USA, 1 from Malaysia, 1 from China (perhaps 2) and 1 from Australia/Chile]. It must be a first, or close to a first, to have so many international specialists speak at a single conference on the New Zealand forest industry sector. All sectors of the industry will be covered at the conference but in this newsletter we profile pulp and paper.

Pulp & Paper

The “modern” New Zealand forest industry sector was premised around a self-sufficient and indeed, a major import sector. This included huge government/private industry partnerships in equity, infrastructure, wood supply and tariff protection; starting in the 1950s with the Tasman and the NZ Forest Products projects and following through to the Carter project in the 1970s and the Winstone project in the 1980s. Since then, the industry has largely been left to defend for itself, with some positive expansion moves but also some unfortunate shrinkage requirements and (at least one) temporary ownership structure. The most recent substantial move in the industry has been the purchase by Japan’s almost 140 year old Oji Paper Company of the Carter Holt Harvey pulp and packaging businesses. Oji now owns kraft pulpmills, mechanical pulpmills, a major sawmill and a large forest area in NZ. Oji is one of the “big two” pulp and paper companies in Japan and also this year is commissioning a huge 500,000 - 700,000 tpy, >\$1.0 billion new pulpmill in China.

Readers can better understand Oji’s global footprint by opening

http://www.ojiholdings.co.jp/content/files/english/sustainability/report/2013/e_2013_0823.pdf

So, do we once again have a truly global pulp and paper company with now substantial assets in NZ and around the world; as we did with Fletcher Challenge Pulp & Paper and International Paper in the 1990s?

While it may be a little premature for any formal discussions on Oji Paper and its various strategic interests, at the DANA Rotorua Conference, present will be both international and domestic executives who will provide interesting presentations and commentary on the industry and some of their views about it. These include:

- **Oliver Lansdell**, International Pulp Specialist and principal editor of ‘Pulpwatch’, Hawkins Wright London. Oliver will present the Keynote speech on day two: **Global Pulp Markets and Future Trends - and impact on the New Zealand industry**. Hawkins Wright is respected as probably the most influential information company on the global pulp market, and especially the “market pulp” markets, which are so important for New Zealand manufacturers. The week before Oliver will be

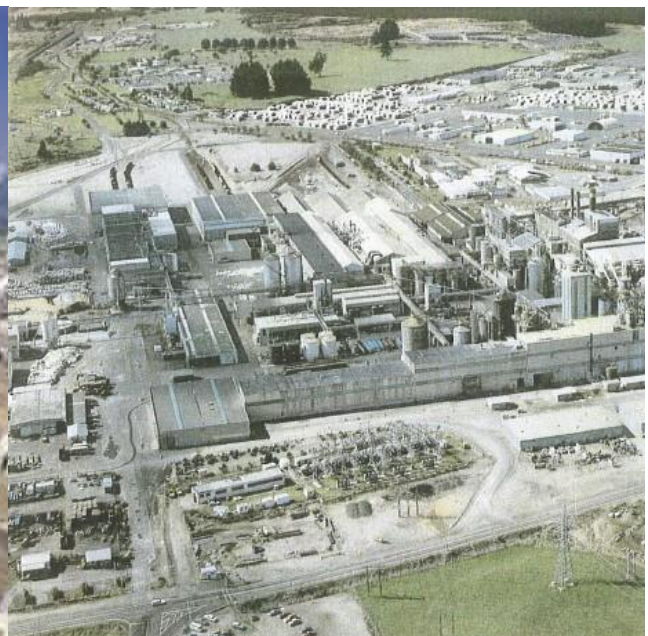
presenting at the DANA Melbourne Conference (see details below) where he will focus on both the hardwood pulp market (very important to Australia), and softwood and has been asked to focus on the critical softwood pulp markets in his Rotorua presentation. [However, in any event, delegates should be interested in the massive expansion of hardwood pulpmills in Latin America and in China/Indonesia. An unbelievable binge of capital spending and capacity expansion continues.]

- Immediately following this presentation will be a panel session with a theme of **NZ P & P Industry in a Global Context -- Panel on Future Challenges & Opportunities.** Panelists will include senior executives from the four major pulp and paper companies, including:
 - **Jon Ryder**, CEO of Carter Holt Harvey Pulp, Paper & Packaging
 - **Doug Ducker**, CEO of Pan Pac Forest Products
 - **David Anderson**, Managing Director, Winstone Pulp International
 - **Peter McCarty**, General Manager of Norske Skog Tasman

With a century, or close to it of experience between them in the pulp and paper industry in New Zealand and overseas, the comments of these gentlemen about the sector and then hopefully an interactive session between them, Oliver and delegates, should make this part of the conference very informative indeed.



Norske Skog Tasman Kaueru [& CHH P&P]



CHH Pulp & Paper Kinleith



Pan Pac Forest Products Napier



Winstone Pulp International Karioi

To Register

To those readers who have already registered for this conference, thank you for your support. To other readers, Conference organiser Dennis Neilson strongly encourages you to register; and indeed to bring along some of your team.

There are generous multiple registration fee discounts available: To see all details of the program, speakers, venue, registration, sponsorship and newsletters, please click [here](#) for details. **To date, 75% of registrations have come from companies taking up the multiple registration discount.**

Please do not hesitate to contact conference organiser Pamela Richards in Melbourne - pam@prcc.com.au - to discuss any aspects of this conference.

DANA Melbourne, Australia Conference

Note: Dana is also holding a similar Conference in Melbourne, Australia the previous week: On August 7 & 8: **The Australian Forestry and Forest Products Sector: Its situation in 2014 and trends going forward.** Registrations to date are more than twice as many as had been confirmed at the same time before the DANA 2013 Melbourne Conference. All details including the registration can be seen [here](#)

Kind regards

Dennis Neilson

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For news, information and links to other DANA/DANA associated 2014 Conferences in Rio de Janerio, London, Santiago, and Yangon visit our website www.dana.co.nz

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