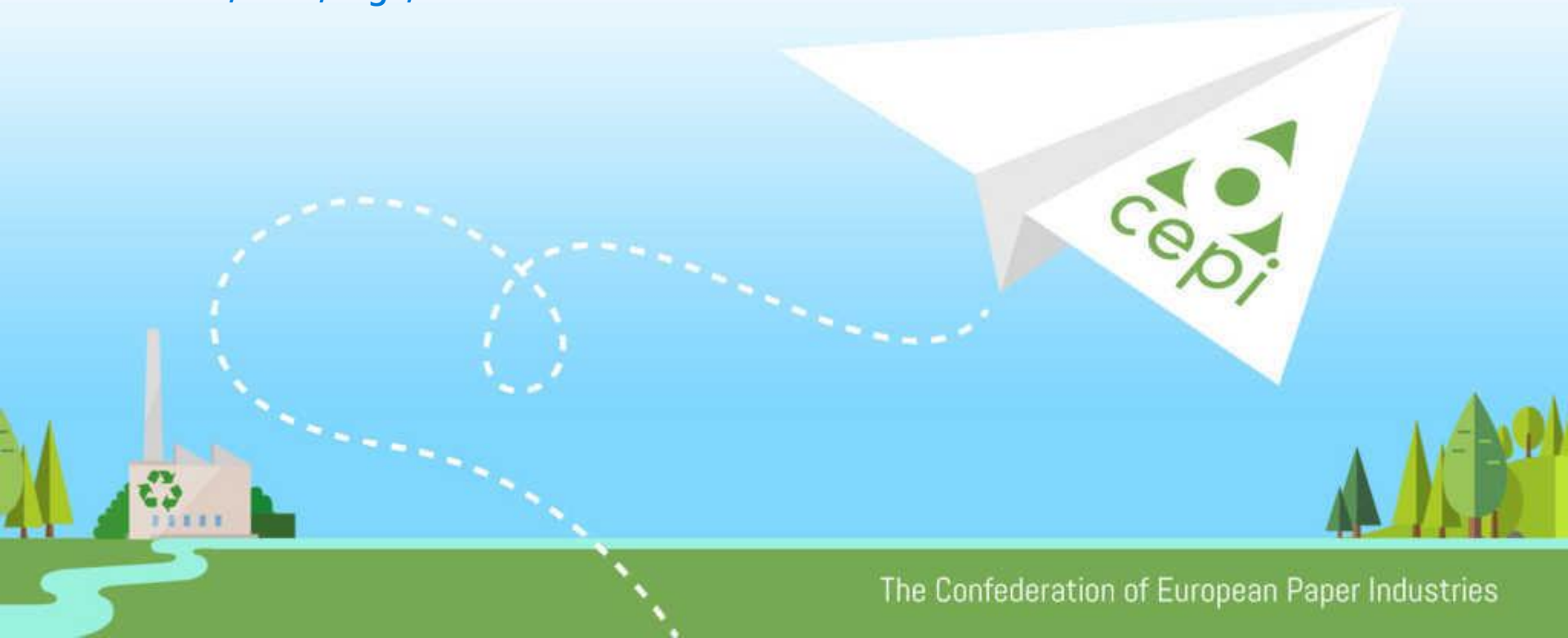


“Active and intelligent?” The paper industry looks in the mirror

Jori Ringman, CEPI Deputy Director General

ActIn Pak (COST)

5-6 June, 2018, Riga, Latvia



“May contain traces of Committee work”

A necessary disclaimer

“No real expert was disturbed
whilst preparing this presentation”
“May contain traces of Committee work”

What you are supposed to get

What drivers?

- Where opportunities and challenges lie for forest-based fibre industry
- Innovations within and around the industry
- The digital disruption
- Industry preparing for the future

Mirror, mirror on the wall

- Consumer?
- Skills?
- Digital?

The world keeps on changing...

Main drivers affecting the cellulose-based sector

Challenges more pronounced than opportunities? →



← Opportunities more pronounced than challenges?

... and innovating

Areas of innovation are connected and interactive

- Lifestyle innovations



- Packaging innovations
- Process innovations



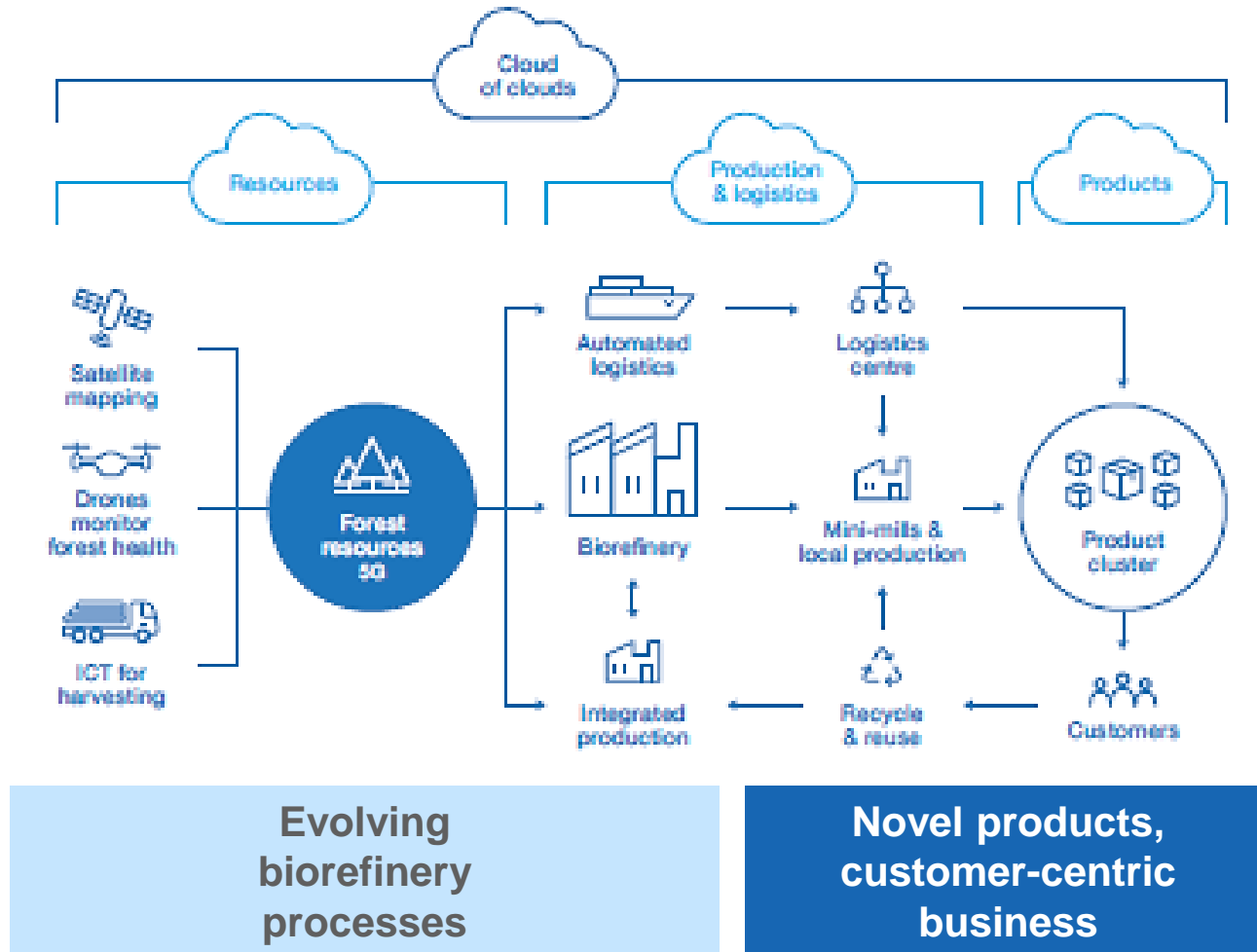
- Food & product innovations



- Policy innovations

Digitalisation everywhere

Connecting from single trees to single products?



Preparing for the future

CEPI roadmap to 2050 with innovations, investments and growth

2011



2013



2015



2016



Looking into mirror (1)

Do we understand the consumer?



- Remember: paper is a push material!
- Do we have the customer intelligence to tap into lifestyles, trends and needs
- Overestimating the consumer? Can they understand and make use of the AIP?

Looking into mirror (2)

Do we have the skills?

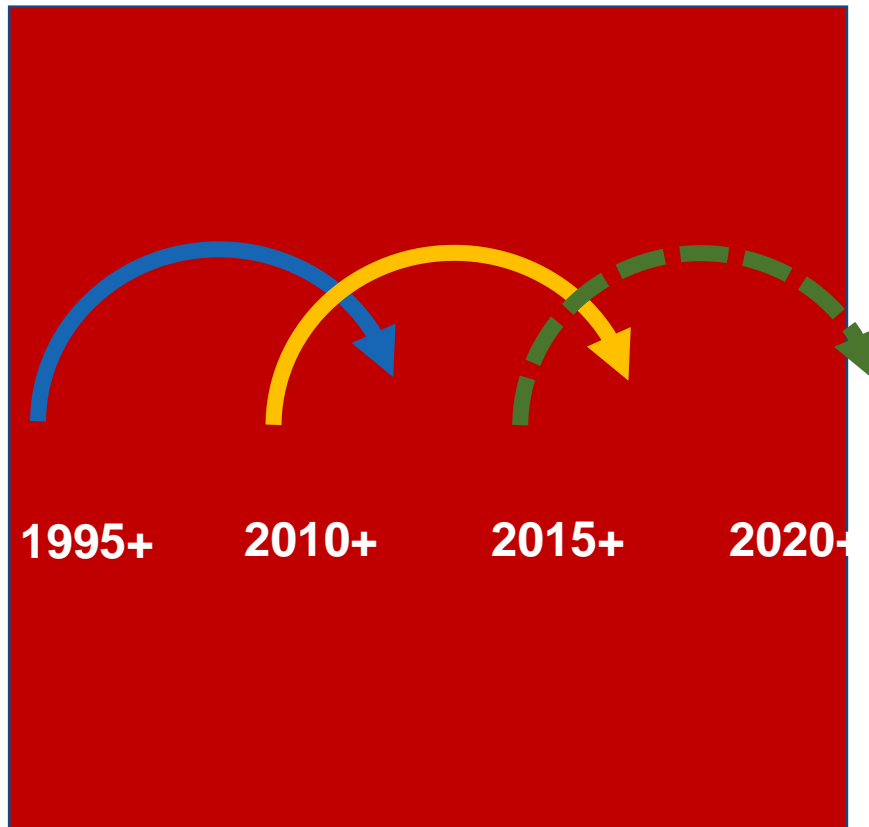


- Do we have the skills needed?
- How can we attract enough & right kind of people?

Image:
http://skillspanorama.cedefop.europa.eu/sites/all/themes/bootstrap_cedefop/img/about-skills-header.png

Looking into mirror (3)

Can we side the digital disruption?



- We were disrupted early on
- Is it now our turn to join forces with digital? What alliances needed?
- Can we make it from cradle to cradle?
- Fast and agile tailored mass production?

Active and intelligent?

Fibre-based packaging has a great potential

YES

- Many drivers favourable
- Innovation
- Industry prepared

BUT

- Can we meet consumer needs?
- Can we mobilise the skills?
- Can we make digitalisation work?



Thank you

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