



**Pekka Aarnisalo**  
Vice President Commodity Products  
Systems Thinking Europe Oy, Finland

Pekka Aarnisalo joined Systems Thinking Europe in 2003 as a system dynamics consultant for the energy products area. Since then, he has worked also within

the pulp and paper products area in model building and consulting. In 2005, he became a Senior Consultant responsible for the development of both the pulp market and the energy market models and related consulting. In 2008, he was appointed Vice President for commodity products. He is an expert at applying the system dynamics approach to the commodity markets. These include pulp, North American coated papers market, oil products' markets and Western Europe's natural gas market. Pekka is a graduate of the Helsinki School of Economics (M.Sc. Economics).



**Peter Berg**  
Director of Knowledge  
McKinsey & Company, Sweden

Peter Berg is the Director of Knowledge for McKinsey & Company's global Paper & Forest Products Practice. In this role, Peter is responsible for McKinsey's knowledge develop-

ment in the industry. He also coordinates the industry-specific support to McKinsey's project teams around the world and advises teams and clients. In the past several years, Peter has published articles in several trade journals and presented McKinsey's view on the forest products industry at industry conferences. Although active in many different fields his current favorite topics concern the developments in climate change and bio-energy connected to the forest products industry.

Having joined the Stockholm office of McKinsey in 1992, Peter worked with companies in several sectors, including telecom, transportation, and energy, before focusing completely on the forest products industry from 1995. He became the Director of Knowledge in 2008.

Peter earned his MBA from INSEAD in 1994 and also holds a Master of Science degree in Materials Engineering from the University of Houston and a Master of Science degree in Engineering Physics from Uppsala University.



**Emanuele Bona**  
Chairman of PRIMA  
Director General,  
CEPIPRINT, Belgium

Emanuele Bona was born in 1968 in Turin, Italy. He graduated with a degree in Economics at the Turin University and went on to work as commercial assistant and marketing manager for

Cartiere Burgo, the largest paper producer in Italy. He joined CEPIPRINT in 1999 and worked as Director of Market Research & Development in Zurich before the association was relocated to Brussels in 2002. In January of that year he took over the responsibility as Director General of CEPIPRINT. CEPIPRINT, the Association of European Publication Paper Producers, represents the industry sectors of Europe's newsprint and magazine paper grades and has its main focus in providing its members with high quality statistical data and analysis.

As from June 2005 Emanuele has also taken responsibility as Vice President Europe, for the Pulp and Paper Products Council (PPPC), based in Montreal, Canada. PPPC is an alliance of product associations serving an international membership in the pulp and paper industry. PPPC membership today accounts for close to 70% of global market pulp capacity and more than 50% of world communication papers capacity (newsprint and printing & writing papers).



**Giancarlo Cerutti**  
President & CEO  
Cerutti Group, Italy

Giancarlo Cerutti was born in Casale Monferrato on 28 September 1950. He took his degree in law and represents the third generation of his family at the head of the Cerutti Group, a multinational corporation and

world leader in the manufacturing of gravure printing presses both for magazines and packaging materials as well as flexo presses for newspapers.

The Cerutti Group includes eight production plants: Casale Monferrato (headquarters of the Group), Vercelli, Lodi and Candia Lomellina in Italy, Barcelona (Spain), Milwaukee and Detroit (USA), Shanghai (China); a brand new Research Centre in Vercelli; a Software House Centre in Trivandrum (India); subsidiaries for sales and service are located in several countries of the world. The Group as 1,167 employees and the value of production of the Group for the year 2007 has been of € 190 million.

Giancarlo holds the following positions:

President and Chief Executive Officer (since 1981) of all companies belonging to the Cerutti Group, of which he is the owner together with his mother and sister;

Chairman of 24 Ore Group, the multimedia Italian publishing group active in business, finance and professional information. Its best-known newspaper is the best-selling *Il Sole 24 Ore*;

Member of the Board of the insurance company Toro Assicurazioni S.P.A., (Generali Group);

Member of the Executive Committee of Confindustria (Confederation of Italian Industry);

Member of the Board of the trustee savings bank Fondazione Cassa di Risparmio di Alessandria;

Member of the Board and past President of ACIMGA, the Italian Association of Graphic Machines Manufacturers;

Member of the Board of ERA (European Rotogravure Association).

In 1991 Giancarlo was named Commendatore, in 1997 Grand'Ufficiale and in June 2005 Cavaliere del Lavoro by the President of the Italian Republic.

He is married to Serena Monina and they have one daughter, Costanza and one son, Luigi.



## **Prof. David Coleman**

Professor of Demography  
Department of Social Policy  
and Social Work,  
University of Oxford, UK

David Coleman has been the Professor of Demography at Oxford University since 2002 and was the Reader in Demography between 1996-

2002, and Lecturer in Demography since 1980. Between 1985 and 1987 he worked for the British government, as the Special Adviser to the Home Secretary, and then to the Ministers of Housing and of the Environment. Research interests include the comparative demographic trends in the industrial world; the future of fertility, the demographic consequences of migration and the demography of ethnic minorities. International collaborative work continues on these topics at the Vienna Institute of Demography. He has worked as a consultant for the Home Office, for the United Nations and for private business. He has published over 100 papers and eight books including *The State of Population Theory: Forward from Malthus* (ed. with R.S. Schofield, 1986), *The British Population: patterns, trends and processes* (with J. Salt, 1992. Oxford University Press); *International Migration: Regional Responses and Processes* (ed. with M. Macura 1994); *Europe's Population in the 1990s* (ed. 1996, Oxford University Press), *Ethnicity in the 1991 Census. Volume I: Demographic characteristics of ethnic minority populations*, edited (with J. Salt), London, HMSO and *Immigration to Denmark:*

*national and international perspectives* (with E. Wadensjo, 1999, Aarhus University Press). He was the joint editor of the *European Journal of Population* (Paris) from 1992 to 2000 and in 1997 and in 2001 was elected to the Council of the International Union for the Scientific Study of Population. He is a Fellow of St. John's College and a lecturer at St. Catherine's College. He gives lectures and tutorials in demography to students in Human Sciences, PPE and other degrees and was Chairman of the Human Sciences Institute from 2005-2008.



## **Maurizio Costa**

Deputy Chairman &  
Chief Executive  
Mondadori Group, Italy

Maurizio Costa has been the Chief Executive of Arnoldo Mondadori Editore since 1997 and Deputy Chairman and Chief Executive since 2003. He is also the Chairman Gruppo Editorial

Random House Mondadori; a non-executive director of Società Europea di Edizioni S.p.A. and the Fondazione Arnoldo e Alberto Mondadori, as well as a member of boards of other companies of the Mondadori Group.

Maurizio Costa began his professional life with the IRI Group before spending a number of years in management consulting. He joined the Montedison Group in 1984, was Director of Strategy and Development at Standa from 1985 to 1988 and General Manager of the Standa Group between 1989 and 1992.

Maurizio joined Mondadori in 1992 as Director of editorial holdings and was also responsible for acquisitions, disposals and new business development. In 1994 he was appointed Managing Director of the Elemond Group, becoming a member of the boards of a number of its subsidiary companies, including Electa, Giulio Einaudi Editore, Elemond Scuola and Sperling & Kupfer.

In February 1997 he was nominated General Manager of the Mondadori Group, also becoming a member of both the board of directors and the executive committee of Arnoldo Mondadori Editore S.p.A., of which he was subsequently appointed chief executive in September of the same year.

Among other appointments, Maurizio is a member of the governing board of the Italian Confederation of Industry (Confindustria) and member of the President's Committee of the Italian Federation of Newspaper and Magazine Publishers. In May 2007 he was asked to join the board of Amplifon as a non-executive director.

Born in Pavia in 1948, Maurizio Costa, married with one son, is a graduate in mechanical engineering from the University of Genoa.



**John Dalling**  
Business Intelligence  
Manager  
SCA Packaging, Belgium

John Dalling (Swedish) holds a Masters degree in Economics and Business Administration from Stockholm School of Economics. His studies included an Erasmus exchange project

from the Université Catholique de Louvain, Belgium, Alliance Française at Université Catholique de l'Ouest, France, and political science at Lund University, Sweden.

John started his professional career as metal trader with Scandmetal in 2003. In 2004 he joined SCA Packaging in Belgium where he is currently responsible for Business Intelligence.



**Jim Ford**  
Executive Director  
Climate for Ideas, UK

Jim Ford is a specialist in global forest products markets and conservation science. He is a policy advisor to several NGOs on forest, trade and climate change issues, a member of both the North American and European

Environmental Paper Network Steering Committees, the Steering Group of the High Conservation Value Resource Network and has served on several technical working groups for the Forest Stewardship Council. He is currently the Executive Director of a new non-governmental organisation, Climate for Ideas, based in Cambridge, United Kingdom.

Jim has lived and worked on forest issues and undertaken forest products research in Russia, Canada, Finland, the United Kingdom and in the Netherlands as well as his native United States.

He studied in the Masters of Environmental Science (Conservation Biology) and Masters of Public Affairs (Policy and Economics) at the School of Public and Environmental Affairs at Indiana University. He has also studied at the Delft Technological University, the Netherlands, and L'Université de Paul Valéry in Montpellier, France, and completed his undergraduate studies at the University of North Carolina at Chapel Hill. His graduate thesis was entitled Carbon Sequestration in Forests, System-wide Effects and the Kyoto Protocol.



**Martin Glass**  
Director  
EMGE & Co. Ltd., UK

Martin Glass is a leading market consultant in the paper industry, specialising in Coated, Uncoated and Newsprint paper markets and is head of the market consulting firm, EMGE & Co.

Martin worked for over 10 years with English China Clays between 1977 and 1988, in the Corporate Planning and Market Planning Departments. At ECC, Martin was in charge of the Group's planning activities in the paper industry, which included strategy, market research and the competitor database. In 1988, he left ECC to join the consulting firm Hawkins Wright as Senior Partner. In 1994, he formed his own consulting company based in Cornwall.

He has a Masters degree (M.Sc.) in Operational Research from the University of Birmingham and a Bachelor of Science degree in Pure Maths (B.Sc. Hons) from Southampton University, UK.



**Roman Hohol**  
Director Marketing Practice  
Area, AMEC Americas Inc.,  
Canada

Roman Hohol has more than 25 years of strategic marketing, business development and market research experience in the international pulp and paper industry with a specific emphasis

on customer needs. His current assignment is with AMEC Americas Inc., where he is responsible for the marketing practice area of the consulting unit. From 1993-96, he was director of market development at QUNO Corporation, a Canadian newsprint manufacturer.

Prior to QUNO, he spent six years as a printing paper specialist with H.A. Simons Ltd. In the early part of his career, Roman was editorial director of four Maclean Hunter forest products magazines, including Pulp and Paper Journal. Roman holds a Bachelor of Arts degree from the University of Toronto as well as a Bachelor of Journalism degree from Ottawa's Carleton University.



**Antti Jääskeläinen**  
Senior Vice President, Head of Biorefining & Bioenergy, Stora Enso, Sweden

Antti Jääskeläinen has established and led Stora Enso's Biorefining & Bioenergy unit since late 2007. During 2006-2007 he was Senior Vice President & Head of Group Strategy, based in Stora Enso's

International office in London, UK. He joined Stora Enso Group in late 2004 as Vice President, Corporate Strategy. Before joining Stora Enso Antti was an Engagement Manager and Management Consultant with McKinsey & Company where he focused on serving large industrial companies in their strategy development and operational efficiency improvements. Prior to this he was Manager within the System Marketing & Sales of Nokia Networks where he worked mainly in the South Europe region, based in Milan, Italy as well as in Finland.

Antti began his career as a Financial Analyst within the Corporate Planning and Business Controlling functions of Enso Oyj in Finland.

He holds Master's degrees both in engineering from the Helsinki University of Technology and in finance & accounting from the Helsinki School of Economics. He also holds an MBA with distinction from INSEAD in Fontainebleau, France.

He currently lives in Stockholm, Sweden with his wife and two children.



**Robert A. Latham**  
Sustainability Director  
PaperlinX Europe, UK

Bob Latham is Sustainability Director for PaperlinX Europe. PaperlinX is the world's largest multi-continent merchanting group with both paper manufacturing and merchanting operations in Australasia and

merchanting companies throughout the rest of the world. Sustainability and environmental responsibility have featured heavily in Bob's previous career, which includes 15 years with the UK based PaperlinX subsidiary Robert Horne Group, as both Marketing and Commercial Director. Prior to that, Bob worked for luxury paper convertor Svecia Antiqua, that followed 9 years with paper maker Wiggins Teape during which time he managed the Conqueror brand worldwide in the 1980s.

Bob is a family man with a wife, twin teenage girls and a "sustainable population" of assorted furry animals at his home in Bedfordshire in the UK.



**Toby Marchant**  
CEO  
PaperlinX Europe, UK

Toby Marchant was appointed Chief Executive Officer for PaperlinX Europe in July 2008. He was previously Regional President for PaperlinX UK, Ireland & South Africa. Prior to that he was Managing Director

of Robert Horne Group for eight years.

PaperlinX is the world's leading fine paper merchant with operations in Europe, North America and Australasia. PaperlinX sells over four and a half million tonnes of paper and packaging materials worldwide. PaperlinX Europe has sales in excess of € 3bn and employs over 5,000 people in 21 companies in 17 countries across Europe and South Africa.

Toby is married with two sons and a daughter and lives in Buckinghamshire in the UK.



**Girolamo Marchi**  
CEO  
Burgo Group, Italy

Girolamo Marchi was born in Vicenza, Italy, in 1949. He obtained a law degree at Padua University with a thesis on the funding of publicly-owned and private enterprises. He received a Master in Business

Administration (MBA) from Columbia University, New York, in 1977.

He joined the family firm, Cartiera di Sarego e di Valchiampo as Foreign Sales Manager and went on to become General Sales Manager. In 1989 after the acquisition by the Marchi Group of Toscolano paper mill he became its Managing Director. In 1991 he was appointed CEO of the Marchi Group which in 1998 expanded with the acquisition of Villorba mill. After the Marchi Holding Company acquired control of Cartiere Burgo in April 2004, he was appointed CEO of the Burgo Marchi Group and Director of various companies in the Group.

He has been a Member of the Board of Directors of Unicredit Corporate Division since 2002.

As part of the national paper industry association, Assocarta, Girolamo acted as Vice-Chairman and he is President of the delegation responsible for negotiating the national labour contract for the industry.

He is married and has two children.



**Giovanni Perosino**  
Global Marketing  
Communication Manager  
Fiat Group, Italy

Giovanni Perosino, born in Turin on January 31, 1964, graduated in Economics in 1989 at Torino University with a thesis on market research. After a short assignment as junior

account at BMB&B (former BGS D'ARCY) on international clients, he spent two years as Brand Manager and then Marketing Manager at Martini Bacardi Group until he moved to Amsterdam as European Marketing Manager for Bacardi Martini B.V. (1995/1997). In 1998 he was appointed Marketing Director at Gruppo HDP (Holding Partecipazioni Industriali/dott. Romiti) / Fila Sport.

He joined Fiat Auto in 2001 as marketing communication responsible for the Lancia brand (new Ypsilon, Musa, Phedra launches), becoming Communication Director for the Fiat brand in 2004 in the team established by Marchionne (Grande Punto, Croma, Idea, new Panda, Sedici, Bravo, 500 launches).

Since 2007 he has been Global Marketing Communication Manager at Fiat Group in Lingotto, before in Luca De Meo's team, and now directly reporting to the CEO Mr. Marchionne, with responsibility for the marketing communication area for all the Fiat Group's Brands worldwide.



**Paul Sheridan**  
Managing Director &  
Founder  
StepChange Consulting,  
Austria

Paul Sheridan is co-founder of StepChange Consulting. Previously, he worked for five years as a management consultant with a large international

management consulting and technology firm. In addition to his consulting experience, Paul has worked for a merchant bank for two years in project finance and has nine years of sales and project management experience for an engineering contractor. He has a background in economics, holds a BA in Economics & Politics from Durham University and an Executive MBA from Sasin.



**Clive Suckling**  
Leader Global Forest, Paper  
& Packaging industry practice  
PricewaterhouseCoopers,  
UK

Clive Suckling is a graduate of Oxford University and a Fellow of the Institute of Chartered Accountants in England and Wales.

Clive has over 20 years experience in advising international companies on mergers, acquisitions and disposals, capital markets transactions, cross-border investment and corporate reporting.

Through his earlier responsibility for developing PwC's business in Scandinavia, Clive has worked with many of the world's leading paper companies based in that region over the past 20 years. He has also acted for a number of other European and non-European paper companies on cross-border investment strategies and acted in both advisory and support roles for private equity houses.

Previously Director, since 1 July 2008, he has been Leader of PwC's Global Forest, Paper & Packaging industry practice, with responsibility for developing the firms' thinking and services towards that sector on a global basis.

He is a regular speaker on forest, paper and packaging industry issues and trends at conferences and events across the world and has authored several published articles on industry developments. He is based in London.



**Gary Thomson**  
Senior Market Consultant  
EMGE & Co. Ltd., UK

Gary Thomson has been reporting on paper markets since 1993, when he began his career at the PPI This Week paper industry newsletter. In more than 14 years since then, he has been the Editor or Managing Editor

of three global paper industry publications: PPI This Week, Papermaker and International Paper World. Over the years, he has analysed markets including Market Pulp, Wastepaper, Newsprint, Publication Papers, Fine Papers, Corrugated Packaging and Folding Boxboard.

Gary is EMGE's Senior Market Consultant, and he plays a central role in the company's market research projects and forecast reports.



**Prof. Norbert Walter**  
Chief Economist  
Deutsche Bank Group,  
Germany

Norbert Walter is chief economist of Deutsche Bank Group and head of Deutsche Bank Research. Before his current position he was professor and director at the renowned Kiel

Institute for World Economics and was a John J. McCloy Distinguished Research Fellow at the American Institute for Contemporary Studies at the Johns Hopkins University in Washington, DC (1986 - 1987). He holds a doctorate in economics from the Johann-Wolfgang-Goethe University, Frankfurt/Main.

As chief economist of Deutsche Bank Group Norbert is responsible for a globally integrated approach in economic research. Deutsche Bank's think tank, Deutsche Bank Research, covers a wide spectrum of issues ranging from economic forecasting to country rating and sector analysis. Services are rendered to the Bank's board, staff, customers and the general public. In addition to holding these responsibilities at Deutsche Bank, Professor Walter is a member of the Committee of Wise Men on the Regulation of European Securities Markets („Lamfalussy group“).

Norbert loves debate, and he will gladly hold forth on anything from deflation, the prospects offered by the internet, the euro's perspective or the role of the IMF. Many know him – as he says himself, he is like a cup of espresso: small, dark and strong – from watching the evening news bulletins. When it is a question of explaining economic issues, editors of television news, programmes, and newspaper and magazine editors, look to the 64-year old based in Frankfurt for comment and explanation. He is old Europe's economist, with a keen interest in a global perspective.



**Berry Wiersum**  
CEO  
Sappi Fine Paper Europe,  
Belgium

Berry Wiersum (53, British) has been Chief Executive Officer of Sappi Fine Paper Europe (SFPE) since January 2007.

He started his career at ICI Fibres, became President of

Amoco Fabrics (Europe), then the President of Amoco Chemicals (Europe), and when Amoco was taken over by BP, he moved to BP to assist with the integration of the two groups in Europe. He subsequently left BP and joined

Pechiney S.A. in France and ran the CEBAL packaging division until he was recruited as Managing Director of the Packaging division of Kappa Packaging BV (The Netherlands) and member of the Management Board responsible for paper manufacture and packaging in the Kappa group.

He holds a Master of Arts degree with Combined Honours in Mediaeval and Modern History and subsidiaries in French and Music from the University of St Andrews in the UK.

Berry is married with four children and speaks fluent Dutch, English, German and French.



**Robert Wilson**  
Chairman  
Pöyry Forest Industry  
Consulting Ltd, UK

Robert Wilson holds a Masters degree in Business and Forest Management from Oregon State University, as well as a BSc (Forestry) Hons from the Australian National University.

Robert started his career in 1973 as Operations Manager at Associated Pulp and Paper Mills, Australia in Papua New Guinea. In 1981, he joined Sandwell Consulting, Canada, as Senior Consultant and two years later he joined Shell International Petroleum Company as Project Manager in the Non-Traditional Business Division.

He returned to the paper world in 1988 at Arjo Wiggins Appleton, with assignments in the UK, Spain and France as Group Business Development Manager and Commercial and Forestry Director. In 1997, he became President of Jaakko Pöyry Management Consulting in the UK and is now Chairman of Pöyry Forest Industry Consulting Ltd.