



AIAC/BWPA Spring Event 2025 – milanpulpweek



Thank you for your interest in our Annual Event

When: Thursday 15 May

Where: All events take place at the WESTIN PALACE MILAN – Piazza Repubblica 20-22 Milano

Programme:

- 13:45 Registration
- 14:30 Seminar start – 15:45 coffee break – 17:45 end
- 18:30 Cocktails and buffet dinner



Welcome by AIAC & BWPA Presidents:

Ari Borg
Marcus Hellberg



Speakers:

TTOBMA	Fraser Hart	Structural changes in the market pulp landscape
HAWKINS WRIGHT	Tom Wright	Market pulp outlook: Major themes for 2025
CEPI	Ulrich Leberle	The EU Deforestation Regulation: Updates on implementation in the pulp and paper sector
AFRY	Tomi Amberla	Fueling growth or hitting a wall: How wood availability shapes the pulp industry?

Thanks to our sponsors



Biographies:



Tomi Amberla Tomi is Director at AFRY Management Consulting – Helsinki, Finland (former Pöyry) and the head of the Fibre Processing practice cluster. He holds a master degree in Forest economics, University of Helsinki and Industrial management, Helsinki University of Technology.

Mr Amberla has close to 20 years of experience in the field of strategic analyses and business development. He is providing advisory to large number of Clients across the World in complex strategic assignments across various forest industry sector.



Fraser Hart Fraser is TTO LLC's Managing Partner based in Fort Mill, South Carolina, USA.

Fraser Hart had over 15 years of pulp sales experience before he co-founded TTOBMA in March 2016 with Brian McClay. TTOBMA publishes monthly pulp net-price indices for benchmark grades in major markets like China, Europe and North America and provides market intelligence services for the market pulp, recovered paper, and tissue sectors.

Fraser has a Bachelor of Commerce from McGill and an MBA from the University of Dayton, Ohio.



Ulrich Leberle Director EUDR/PPWR at CEPI Brussels.

Ulrich was born in 1975 in Nördlingen, Germany. He holds a Master degree in history from the Universities of Tübingen (Germany) and Aix-en-Provence (France). He acquired professional experiences in the European Commission, the European Parliament and as a consultant in a Brussels-based company specialising in EU Public Affairs. Ulrich joined the Confederation of European Paper Industries (Cepi) in November 2005. Having held several positions in the area of raw materials at Cepi, his responsibilities in his current role of Raw Materials Director include the availability of raw material both from forestry and recycling and the policies impacting them.



Tom Wright Tom is the Managing Director of Hawkins Wright. Over the past 25 years he has undertaken regular private client consultancy assignments on a wide range of topics related to the pulp and paper sector. He is the co-author of the Outlook for Market Pulp and Pulpwatch and is the principal author of the Asian multi-client studies. Foremost amongst these; Defining the China Market for Pulp Paper & Board was first published in 2002 and enjoys industry-wide recognition. Tom has also helped to establish two major events in the industry calendar; London Symposium in association with the BWPA, and Shanghai Pulp Week in association with CPICC. Tom travels widely, both in the course of market research and also as a frequent speaker to private meetings and industry conferences.

Participants are reminded that AIAC and BWPA adhere strictly to international competition law and require all delegates to do the same for the duration of this event.

contact: aiacsecretary@gmail.com