

Towards a More Circular World

2nd ASEAN Pulp and Paper Summit (APPS)

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Welcome to join 2nd ASEAN Pulp and Paper Summit (APPS)



We Are New

RUIZHIXIN Consulting is a new firm:

- Founded in 2024, so we're new
- One of the very few regional industry thinktanks if not only, so we're new
- Want to adopt more new technology on analysis & forecast, so we're new



... But We Are Not New

At **RUIZHIXIN Consulting**, you have access to our full team of seasoned professionals

- Most of the team have been in the pulp and paper industry for decades
- We've served most of major industry players in the region in each of our previous capacity
- We have very strong connection with key industry stakeholders
- Our partners and industry alliance spread across the globe



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Our Focus Industries

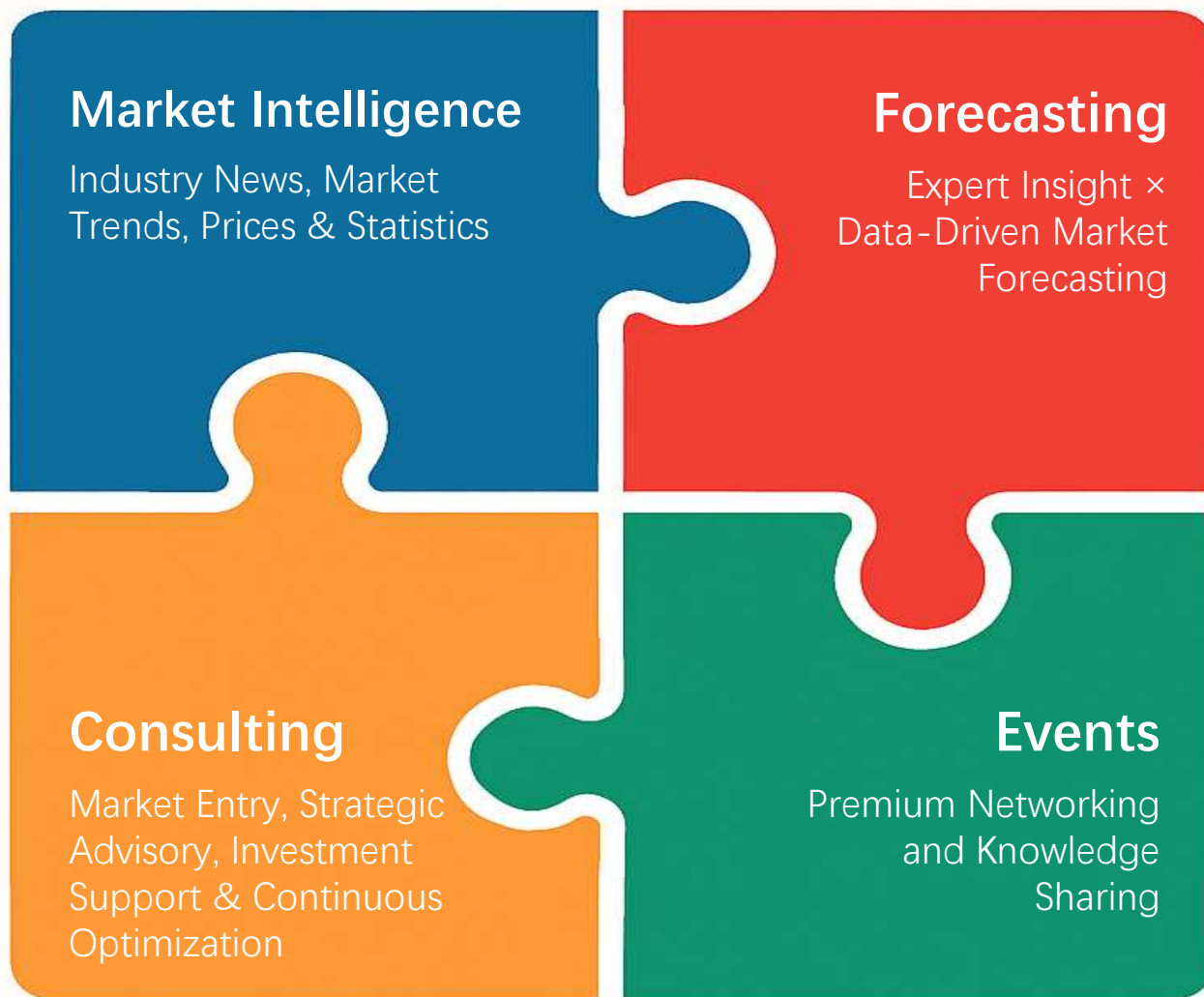
Serving the Entire Value Chain



“Comprehensive Coverage Across the Pulp & Paper Value Chain: from forest resources & wood chips to market pulp & recycled fiber, paper & paperboard, and downstream converting in Asia pacific and across the globe.”

Our Services

How We Add Value



“From Shop Floor Data to Boardroom Strategy — Optimizing Your Value Chain”

Insight. Influence. Industry Evolution

Empowering the future of China & Asia's pulp and paper industry.

Asian macro economy & the pulp and paper industry are both now in a turning point

- China's economy is facing both structural and cyclical challenges, yet resilience remains strong;
- Geopolitical competition and Trump tariffs are reshaping global trade and investment flows, weighing on external demand and FDI;
- Whole emerging and developing Asia region are facing severe over-capacity in the pulp and paper sector;
- Green initiatives are impacting both the upstreams and downstreams of the industry, which will eventually change the competitive landscape;
- Better quality recycled fiber is getting more and more scarce in trade, leading to a confluence between developed and developing countries on the packaging products.
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Opportunities and Challenges in Local Markets

Navigating the Turbulent ASEAN Packaging Market

Future of Global RCP Market

Shaping the RCP & Packaging Industry: Compliance & Innovation

Sustainability in Packaging

Tissue and Pulp Markets Outlook

Here you'll find the answer...



- With around 30 speakers from all around the globe (some of the pic below)
- Insights from industry senior executives, entrepreneurs, regulators, consultants, etc.
- Thoughts exchange among peers, clients, and experts



Thank you to our co- host & all other partners



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Thank you!



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