

## Company special

# APP-China a socially responsible leader

COMPANY DISCUSSES SUSTAINABLE BUSINESS OPERATIONS MODEL IN MILAN

By HAO NAN

haonan@chinadaily.com.cn

With Italy's Expo Milano 2015 nearing an end, Zhai Jingli, deputy CEO of APP-China, said the company, one of the largest papermaking companies in China, has effectively shown expo visitors the essence of the Far East nation's centuries-old culture.

The expo, which opened on May 1, attracted exhibitors from 145 countries, three international organizations and 13 non-governmental organizations. By the time it wraps up, it is expected to have hosted 20 million visitors from around the world during its six-month run.

APP-China, the Chinese branch of Asia Pulp and Paper Co Ltd, established close ties with the expo on Sept 26 last year when it became one of the global partners of the China Pavilion and also its exclusive provider of paper products.

Zhai was invited to attend China Pavilion Day on June 8 along with delegates from the Chinese and Italian governments and representatives of companies and commerce chambers worldwide.

On Sept 11, APP-China organized a photo show at the historic Palazzo Giureconsulti in downtown Milan to highlight the cooperation

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ZHAI JINGLI

DEPUTY CEO OF APP-CHINA

between APP-China and the China Pavilion, showcase the company's social responsibility and highlight China's traditional papermaking culture.

The show displayed 40 photos that captured what life is like in Beijing, Shanghai, Wenchuan county in Sichuan province and Xishuangbanna in Yunnan province. The photos were taken by photographers from Xihan Action, a public welfare organization that

focuses on protecting intangible cultural heritage.

The show also served as a warmup to Corporate Day, another highlight of APP-China's activities held on Sept 25 at the China Pavilion under the theme of "Civilization Inheritance, Green China".

The company discussed its sustainable business operations model called "plantation-pulp-paper integration" during the event and the company's employees also displayed traditional handicrafts like papercutting and stone rubbing.

Zhai said using plantations to supply the primary raw materials for its Chinese pulp and paper subsidiaries efficiently helps achieve economic, ecological and social benefits.

"We are glad to showcase the company's advanced papermaking technologies and environmentally friendly skills during the expo. We also want to turn the vision of harmonious development between people and the earth into real action by publicizing the protection of the environment and its resources among consumers," Zhai said.

"Paper is an integral part of Chinese traditional culture, and we will stick to our sustainable development strategy to keep the culture alive across generations," she added.



Chinese painter Shen Minyi (second right) donated works to Expo Milano at the invitation of papermaker APP-China on its Corporate Day on Sept 25.



APP-China holds a photo exhibit reflecting life in various parts of China at the historic Palazzo Giureconsulti in downtown Milan on Sept 11.

## Papermaker touts green business models

By HAO NAN

haonan@chinadaily.com.cn

APP-China, a leading papermaking company in China, organized Corporate Day on Sept 25 at the China Pavilion during the ongoing Expo Milano 2015.

Under the theme of "Civilization Inheritance, Green China", the activity was designed to promote the nation's paper culture and the company's confidence in building a "beautiful and harmonious China" through environmentally friendly operations, the company said.

Yang Hong, deputy director of the China Pavilion, and Budiman Muhammad, head of the Indonesia Pavilion, as well as representatives from companies and members of the expo's organizing committee attended the event.

During Corporate Day, employees

of APP-China displayed Chinese traditional folk arts such as papercutting and stone rubbing to visitors. The company also gave the expo's organization committee four Chinese water and ink paintings that depict the four seasons in Suzhou, Jiangsu province.

"The theme of this year's expo is 'Feeding the Planet, Energy for Life'. It highlights the harmony between human and nature, and also expresses a concern for economic, social and human sustainable development, which is the largest challenge faced by China's papermaking industry," said Zhai Jingli, deputy CEO of APP-China.

"As China has increased its efforts to adjust its energy structure, the first thing we want to explore is how low-carbon and green development can adapt to the country's new normal of slower yet higher-quality economic growth."

Over the past two decades, APP-China has pursued a balance between natural ecology and economic development, she added.

The company considers the "plantation-pulp-paper integration" a core business concept to realize its sustainable operations. It has 300,000 hectares of plantations in China that can capture 8 million metric tons of carbon dioxide and store 2.17 million tons of carbon each year.

It also manages its plantations in sustainable ways and has received forest certifications for years. By the end of last year, APP-China had 240,000 hectares of certified plantations, which accounted for 80 percent of its plantations.

In July, the company was selected as a national role model for its emissions reductions at the China Summit on Caring for the Climate held in Beijing. Zhai called the honor "one of the best recognitions of our efforts to implement sustainable development strategies and explore green approaches to business".

Through this year's expo, APP-China wanted to show the world China's centuries-old papermaking culture and its achievements in promoting environmentally conscious operations models.

As one of the global partners of the China Pavilion, APP-China made customized products for the pavilion, including brochures, notebooks, envelopes, paper towels and writing paper, which all received certification from the China Forest Certification Council and the Program for the Endorsement of Forest Certification Schemes.



An APP logo is placed near China Pavilion at Expo Milano 2015. APP-China is one of the global partners of the pavilion and its exclusive provider of paper products. PHOTOS PROVIDED TO CHINA DAILY