



SUNIL SOOD

EXECUTIVE VICE PRESIDENT, SALES & MARKETING APRIL FINE PAPER TRADING PTE LTD

BIOGRAPHY

Sunil Sood has about 25 years' experience in the Pulp and Paper industry. He started his career in India with M/S Ballarpur Industries in 1981 and managed the export business for glass packaging and later the domestic market for the paper business as a Product Manager. He joined Asia Pulp and Paper in 1988 and managed various senior marketing and business development and executive functions until 2003. Since late 2004, he has been leading the Paper business for April in Singapore; having managed Group Strategy for pulp and paper, he is now responsible for the global paper and board businesses.

He has wide experience setting up sales through channels in Asia, the Middle East, Australia, Europe and the USA, covering coated and uncoated woodfree, converted scholastic and office products and packaging grades. He has wide knowledge of markets, equipment procurement and has helped by being on road shows to raise capital for new projects. He is well known in the paper industry circles and has been a speaker in many forums on subjects related to paper business.

He now leads a growing team of professionals in APRIL running the paper and board business out of the Singapore global headquarters.

He is an avid reader, a budding audiophile with interests in listening to Indian and Western music and is happily married with two sons.

ABSTRACT

OFFICE PAPER MARKETS IN ASIA

The world economy seems to have recovered from the financial crisis in 2008 as GDP growth turns positive across all regions. However, with the debt issues looming in USA and Europe and the possible crash in China, the real question is: "Is another economic recession awaiting us?"

In Asia, it is estimated another 1.8 million mt of new capacities for copy paper will come online in the next few years. In the near term, this new supply is likely to intensify competition in the copy paper sector, but also to increase consumption within Asia. Over a longer term, Asia is projected to be the only net exporter supplying to the rest of world as increased rationalization takes place in the developed regions.

The growth in domestic consumption of copy paper within China and India will be the key in its ability to absorb the looming overcapacity. Both countries have low consumption of copy paper per capita. In addition, the growth of digital print and print on demand made easy by the cheaper cost of print in the future has not been factored in and could surprise all with future consumption surpassing analysts' current estimates.