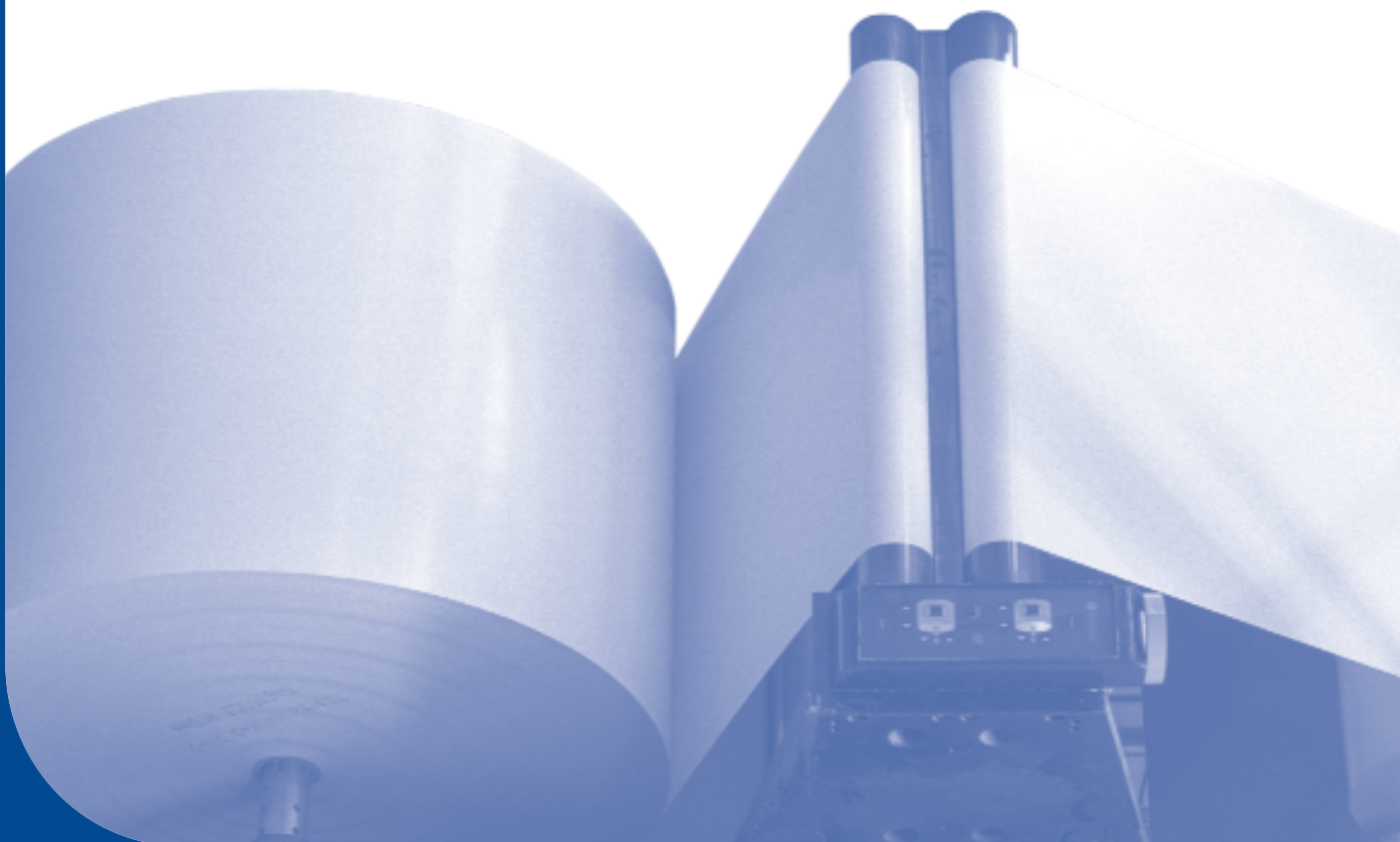




WORLD GRAPHIC PAPERS

**GLOBAL FORECASTS OF THE PRINTING & WRITING
PAPER MARKETS**

BROCHURE



WORLD GRAPHIC PAPERS REPORT OVERVIEW

'A unique, global and fundamental perspective on the prospects for this important and dynamic industry'

The **EMGE World Graphic Papers** reports (**WGP**) are published twice per annum (in Spring and Autumn).

The reports provide a unique and comprehensive database of world markets, assessing the current situation and the 5-year market outlook for the complete range of papers across all regions of the world.

The aim of the reports is to provide an objective outlook of the prospects for world paper markets – i.e. Coated Woodfree, Uncoated Woodfree, Coated Mechanical and Uncoated Mechanical. Detailed information on Newsprint markets is available separately, in our companion report **EMGE World Newsprint Markets**.

The WGP report provides revised and updated forecasts of Demand, Trade, Output, Capacity, Operating Rates and Paper Prices for each grade. All countries and regions are covered to provide a comprehensive global and local demand-supply balance. The forecast timescale is five years from the base year.

Individual country data are provided. Forecasts are grouped by region, as follows:-

- **West Europe** (EU, Norway and Switzerland)
- **North America** (USA & Canada)
- **Japan**
- **China/Hong Kong**
- **Other Asia** (All Asia and Oceania **except** Japan, China, Hong Kong & Middle East)
- **Other Europe** (East Europe/Russia, Greece, Iceland, etc)
- **Latin America**
- **Africa/ME** (All Africa & Middle East including Turkey & Israel)

In order to assess the impact of increasing consolidation and changing industry structure, the report provides detailed rankings of Leading Suppliers, by grade, region and total. At the request of our clients, these tables have been extended to give regional, as well as grade summaries and we publish ad-hoc updates for subscribers.

We continually update our global databases and incorporate the latest market and economic statistics. Additionally, we compile detailed analysis of capacity changes and investments, as well as M&A activity. As a result, each report contains the most up-to-date information available.

As well as a comprehensive collection of market data, great care has been taken to assess machine capacity in detail. The capacity data used only includes announced, financed and confirmed plans (i.e. numerous published plans which are unlikely to be commissioned are excluded from analysis), but the report provides additional information on all announced plans, so that readers can assess their own scenarios.

Furthermore, we have incorporated new research into the Herfindahl-Hirschman Index, which is an index based on market shares which is used by the Authorities to gauge the levels of concentration in an industry. We have applied this index to the Paper Industry and coined the term the Pi-HHi (pronounced "pie-high").

Please click here to view the latest [EMGE World Graphic Papers 'Table of Contents.'](#)

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ABOUT EMGE & COMPANY

'Quality market analysis at your fingertips to help you control your future'

EMGE & Co are one of the leading consultants to the world Paper Industry and specialise in producing Industry Standard market analysis and research.

Founded by Martin Glass in 1993, EMGE & Co employs a specialist team to produce forecasts and research information through multi-client reports, individual project assignments, commissioned surveys and specific market sector reports. The EMGE operations comprise a core team based in Cornwall UK, supplemented by a comprehensive network of industry specialists and qualified interviewers/researchers based in various locations around the globe.

EMGE & Co publish a high quality range of regular market forecast reports and other industry information, focussing on the global graphic paper sector, including:

- bi-annual **EMGE World Graphic Paper** and **World Newsprint Market** reports
- tri-annual **EMGE European Woodfree Paper** Market service
- quarterly **EMGE Publication Paper** price forecasts & **EMGE Shipments** forecasts
- monthly **EMGE Global Monthly Monitor**
- annual sector reports and image surveys, e.g. on **Office papers**

As well as being frequently commissioned to advise on future changes in the markets, EMGE & Co are also hired to conduct private client studies, involving market structure analysis, image surveys, feasibility of new projects, and diversification and acquisition studies.

The EMGE client list includes nearly all of the leading paper-making companies worldwide, as well as numerous suppliers, merchants, publishers, buyers, financial institutions, investors and a range of other companies interested in the paper sector. These companies increasingly rely on the forecasts and information from EMGE for their business and strategic planning.

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