INTERNATIONAL PAPER COMPANY – first 20 years of dynamic growth in Russia

TRANSFORMING RENEWABLE RESOURCES INTO PRODUCTS PEOPLE DEPEND ON EVERY DAY

The mission of International Paper is to improve people’s lives, the planet and our company’s performance by transforming renewable resources into products people depend on every day. This mission is exemplified by the company’s production of well-known products in Russia and abroad. In particular, the Svetogorsk pulp and paper mill produces some of the most popular office papers in Russia, including SvetoCopy – a brand with 20-years history. In a recent survey, SvetoCopy was named as a brand with very high brand awareness. In a recent survey, SvetoCopy was also recognized among “Russia’s 100 Best Products” in the Consumer Goods category at the 2017 All-Russian Federal Awards. Additionally, International Paper supports federal charitable initiatives as part of the SvetoCopy campaign and works with the Gift of Life charity fund to support Russian children suffering from severe illnesses.

In 2014, International Paper and Ilim Group expanded their portfolio of high-quality office paper with the launch of a new product: Ballet Brilliant, a premium class, cut-size paper and the A+ highest-grade paper produced in Russia. The company is also the only producer of bleached chemical thermo-mechanical pulp in the Leningrad Region. It is used to make a wide range of products – from coated board and paper to personal hygiene products. For over 20 years, International Paper Russia has developed a manufacturing culture of innovative products, which are sold not only throughout Russia and the CIS countries, but also to Western and Eastern Europe and other countries.

TO BE AMONG THE MOST SUCCESSFUL, SUSTAINABLE AND RESPONSIBLE COMPANIES IN THE WORLD

This is a vision of International Paper Company. International Paper is one of the most active advocates for introducing a sustainable forestry model in Russia, participating in the activities of several high-level working groups and implementing its own projects to promote sustainable forestry. In 2009, the company joined the voluntary forest certification program created by the Forest Stewardship Council (FSC). In 2017, the Ministry of Natural Resources and Environment approved Forestry Rules that include new sustainable forest management regulations for pilot forest regions, as a result of many years of work by International Paper Russia and other leading forestry companies and NGOs.

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INTERNATIONAL PAPER

ONE OF THE LARGEST AND OLDEST INTERNATIONAL PRODUCERS OF PAPER, PULP AND CONTAINERBOARD MADE FROM RENEWABLE FIBER

24 COUNTRIES, including locations in North America, South America, Europe, and North Africa


$10.5 MILLION – investment in social projects in the Leningrad Region, including Svetogorsk (1998-2018)

1898 incorporated in Connecticut, U.S.

1998 expanded to Russia

2007 became a 50:50 partner in a joint venture, the Ilim Group, forming the largest partnership with foreign participation in the Russian forest industry

2010 started its own safety program called LIFE covering all employees, contractors, and clients

2012 launched a strategic partnership with SKOLKOVO Business School to develop future business leaders in Russia

The main task of the SKOLKOVO business school is to change the country and the world for the better. We believe that building partnerships is the best way to achieve this goal. International Paper was one of the first companies to see the need for equipping the country’s future business leaders with the skills required to develop their entrepreneurial potential.

We are greatly satisfied with our many years of cooperation with International Paper, a company that supports bright and talented managers and entrepreneurs who want to do business in Russia. On behalf of the business school, I wish for the continued growth of the company and its business in Russia.

Keith Townsend, President of International Paper Russia, said:

International Paper considers Russia to be a strategically important region and is proud to have shaped a reliable and successful business here, with an excellent management system, a high-quality customer base, and significant potential for further business expansion. We have cultivated a leading position in Russia as a major supplier of paper and other products meeting European and global quality standards. We are positive that these are only the first steps towards our further successful development in Russia.

Andrey Sharonov, President of the Moscow School of Management SKOLKOVO, said:

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