

PORT OF ROTTERDAM



OLD PAPER: FROM WASTE MATERIAL TO VALUABLE COMMODITY

The Chinese demand for old paper as a raw material for paper and cardboard packaging is huge. Where China imported about 10 million tonnes of old paper in 2003, volumes are expected to increase to 35 million tonnes (2.8 million TEU) in 2014. Ciparo in Rotterdam is one of the larger independent traders with local offices in both the Netherlands and China. Cradle to Cradle is the latest trend.

All over the world, Ciparo buys up old paper from collection stations, inspects the quality (there are more than sixty quality grades for old paper) and organises the transport to China. From there, it will eventually be shipped back to the West, partially as packaging material for consumer products. Managing director Joris de Caluwe: "Over the last twenty years, old paper has developed from a superfluous waste material to a valuable commodity. From Europe, Rotterdam is an ideal export port for this type of cargo; it can boast the largest number of liner services to China as well as an abundance of containers which need to be repositioned to the Far East and which we are more than happy to fill."

LARGEST CONTAINER PORT

Strategically situated Ciparo branches in China make sure the old paper ends up at paper and cardboard factories and purchase part of the production again for export to the West, particularly the more expensive kinds of paper. De Caluwe: "For this, Rotterdam is also the most logical

port of import. In China, they know about the outstanding hinterland connections of Rotterdam, Europe's largest container port and sister city of Shanghai. Rotterdam is even the largest port of the neighbouring country of Germany! From China, we are now also importing bio-degradable disposables (PLA's) such as coffee cups, which are in great demand among companies focusing on sustainability. After usage, they are shipped back to China as recyclable material. Cradle to cradle."



COMMERCIAL ATTITUDE

A local presence in China is a must, continues the director, as is the ability to speak Mandarin. In terms of commercial attitude, there is definitely affinity between the Dutch and Chinese. "The most important thing of course is that the Dutch government - especially Customs - and trade partners really commit themselves to making sure that the logistics flow as smoothly as possible: regarding exports and imports." ■