

## Suzano: China's vast market and innovation ecosystem drive shared growth

Rio de Janeiro, 16 jun (Xinhua) -- A giant Brazilian pulp & paper company, Suzano, said that China's enormous market, vibrant innovation ecosystem, and high-quality development of new productive forces are & creating shared growth opportunities for global businesses.

### Strong business results in China

Pablo Machado, Suzano's Asia business management president, told Xinhua that & the company's China operations have achieved strong results in the first five months of this year, in line with China's & solid economic foundations.

Celebrating its centenary this year, Suzano has been present in the Chinese market since the 1980s, witnessing China's & continuous rise as its largest export market, accounting for about 40% of the company's total global exports.

#### **Year Sales in China (tonnes)**

1980s Approx. & 20,000

2024 Over 5,000,000

"Over the past four decades, we have witnessed China's impressive high-speed economic growth and the rapid development of the & market in our industry," Machado said. Suzano's sales in the Chinese pulp market have increased from around 20,000 tonnes to & over 5,000,000 tonnes during this period.

### Innovation and sustainable development

Machado highlighted China's rapid growth and modernization of its economy, with significant & investments in research and development, leading to a strong innovation ecosystem.

To leverage innovation and improve sustainable development, Suzano established the & Asia Innovability Hub in Shanghai last year, addressing customers' evolving needs for pulp and new biobased materials and applications.

"We realized & that we would be missing a great opportunity if we were not present in China and learning from the Chinese & innovation ecosystem," Machado said. He added that the Chinese innovation ecosystem allows them not only to promote their research and & development in China but also to benefit from local advances and apply them in operations in other regions.

### A growing, evolving & China

Machado, who first visited China in 2004, has been impressed by the tremendous changes brought by various reforms in the & country.

"Each time I returned, I was surprised by the speed of development, not only economic but also in terms of & improving people's standard of living," Machado said.

As a foreign executive operating in China, Machado is particularly pleased with the Chinese & government's continuous efforts to develop a more inclusive and open business environment.

## Transitioning to high-quality development

Machado believes that China's recent focus on developing new high-quality productive forces is a natural transition for the Chinese economy.

"When a country is small, it can grow fast, but as it becomes larger, it is impossible to maintain the same speed. China recognized this and made the transition from high-speed growth to high-quality development, which is a path for new productive forces," Machado observed.

Machado said that Suzano, as a company known for its expertise in tree cultivation and understanding of the science behind it, believes that biobased materials can play a crucial role in China's transition to a low-carbon economy, an essential part of developing new productive forces.

Olá! Pela falta de um verão adequado (até agora) é muitas vezes felizmente encontrado na cozinha, não menos importante para a riqueza da produção que se torna abundante quase tão logo Wimbledon conclui. bagas do Verão sendo o principal exemplo. Se você tiver sorte suficiente ser capaz de obter os seus dos condado centrada no fruto Angus sobre as costas leste das Escócia e muito melhor!

Framboesas ( [oitavas copa do mundo 2024](#) acima)

Estes lindos shortcakes têm sido um tratamento ansiosamente antecipado da minha mãe por tantos anos quanto me lembro, e a receita vem de seus dias como estudante doméstico em Edimburgo. Eles são frágeis, crocante "Butley", elegante 'Sweety' (com manteiga) delicioso e inigualável para framboesa escocesa. A massa é melhor feita na noite anterior - depois arrefecida!

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