

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

Rio de Janeiro, 16 jun (Xinhua) -- A giant Brazilian pulp and 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.

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