



## CEO of Veolia Proprete France Recycling

# Bright Future of Chinese Recycling Industry Looking for Stable Business Partners

--Interview for Marc-Antoine BELTHE, CEO of Veolia Proprete France Recycling

"I am convinced that in today's world, mutual supportiveness of economic development and environmental protection is not only feasible, but a necessity. My skills and experience acquired over more than 20 years in international recycling activities can help find ways for compensating raw material scarcity, while developing local industrial solutions and jobs." This is the statement that Marc-Antoine BELTHE, CEO of Veolia Proprete France Recycling, for recycling industry."

Marc has 17 years' experience in recycling industry, and is the senior manager with a multicultural background. He is committed into recycling facilities, new developments, and international secondary raw material trade. He is a recognized expert in international recyclables processes and trade.

**Environmental friendly waste management system is the most solid way to achieve the green economy.**

**China Scrap Plastic:** First of all, we would like to thank you for giving us a kind opportunity to have an interview with you. As we know, you are very experienced in recycling industry and now the CEO of Veolia Proprete France Recycling, would you please talk about the achievement and problems during Veolia's business expansion in China?

**Marc:** As a 17 years experience manager in waste recycling, I aim to promote a paradigm shift in the way wastes are regarded: rather than an unwanted by-product of modern societies and their industrial activities, wastes can, through recycling, resource recovery and use for energy production, become a valuable asset. Waste management in accordance with environmental standards and certification schemes has the potential to promote green business opportunities, safe jobs, and contribute to the reduction of greenhouse gases. I see environmentally sound waste management as one of the most concrete ways to achieve the much debated Global Green Economy: if relevant activities already carried out on the ground obtain international political support, waste management can become a model for other areas to achieve a win-win situation between the economy, the environment, and social advancement.

Our company is trying to be more and more consistent in the recycling plastic activity in order to respond to the demand coming from the waste producers and coming from the plastic users. China is the leading market for plastic recycling. We want to make the link between the supply that we are able to find and the plastic recyclers. To achieve this, we have to face some challenges.

First, we approve definitely the strict controls on Chinese plastic import made by Chinese government or local authorities, because it matches with our own corporate rules in terms of waste management and environment protection. It helps to drive the plastic recycling activity in a safe way.

Second, import policies, sometimes takes time to be well understood by our own organization in Europe. We can have some trouble when we face some period with uncertainties. For example, when the Chinese recyclers are wondering whether they could have their new licences for import or not. This creates some



periods in which we face some uncertainties and hard times in this market.

Last point, some of our recycler customers in China complaint about credits and loans access, especially medium and small customers. We know it due to the financial situation on the crisis. They are suffering this consequence, and sometimes it makes that it is very hard for them to build a long term and regular relationship with us.

**We are looking for stable cooperation partners in China.**

**China Scrap Plastic:** What plan does Veolia scheduled for the coming few years in China?

**Marc:** No definitive plan. We plan to be more and more involved in local recycling activity with both local authorities and also local commercial industries. Nevertheless, we still need to investigate a lot to well understand what is the local regulation, local behavior in terms of the business. We have some projects for investing in recycling plastic in China. We need partners, but it is a long way.

**China Scrap Plastic:** What is the Veolia's new plan for Europe? Is that relating to China?

**Marc:** We plan to extent our business in plastic recycling in European countries. Veolia decided to keep its business until extend in business in a more limited list of countries in order to concentrate its strengths and efforts to get more development, to go further in the recycling chain in those countries. China is one of the key countries. We will give us a chance to collect more volume to offer more to China.

**China Scrap Plastic:** What kind of customers you are looking for?

**Marc:** We are looking for long term and regular relationship: the Chinese companies can purchase regularly, with whom we can understand in the same way, respect the environment protection, and have big potential to extend their own business.

**China Scrap Plastic:** What problem should be settled to enhance the cooperation between Chinese companies and European companies?

**Marc:** In order to enhance the cooperation, we need to well understand the business environment and legal environment. We need to be sure that we could develop our business in a free trade environment in China. We might go through a cooperator, like partnership or JV. In this way, we will succeed in setting up plastic recycling or sorting activity. Also, we wish Chinese government will maintain its efforts for making the Chinese plastic recyclers and environmental compliance. Every recycler should respect the same rules. This is a compulsory point for us to take a place in the recycling business, recycling activity in China.