

Extraído e adaptado em 25.03.2019 a partir do texto encontrado na Eucalyptus Newsletter nº 16 (Agosto de 2008):

http://www.eucalyptus.com.br/newspt_ag08.html#zero



RISI 2008 "Top 50 Power List"

Na edição de Julho de 2008 da revista Pulp and Paper (Volume 82, Número 7) - a RISI (atualmente Fastmarkets RISI), uma das empresas líderes em termos de informações e de conhecimentos sobre o setor de papel e celulose, editou pela primeira vez sua listagem, baseada em seus próprios critérios de seleção e "ranking", das 50 pessoas mais influentes a nível global do setor de papel e celulose.




Tive a felicidade de ter meu nome selecionado dentre tantos. Tenho absoluta certeza que em parte essa escolha se deveu ao meu trabalho com os projetos Eucalyptus Online Book & Newsletter e com a PinusLetter, bem como por minhas sempre amplas ações de globalização junto a inúmeras entidades técnicas de classe como ABTCP – Associação Brasileira Técnica de Celulose e Papel; TAPPI – Technical Association of the Pulp and Paper Industry – USA;

TECNICELPA – Associação Portuguesa dos Técnicos das Indústrias de Celulose e Papel – Portugal; ATCP/Chile – Asociación Técnica de la Celulosa y Papel; dentre tantas outras.

Por essa razão, quero compartilhar essa conquista com vocês, milhares de leitores e apoiadores desses nossos trabalhos de informação tecnológica através das publicações técnicas e websites da nossa empresa Grau Celsius (<http://www.celso-foelkel.com.br/> e <http://www.eucalyptus.com.br/>).

Meu sincero agradecimento à RISI, a vocês leitores, à ABTCP, às minhas filhas Ester e Alessandra que colaboram para a qualidade desses nossos projetos, à minha esposa e sócia Lorena e a todos os que apoiam nosso trabalho em favor dos *Eucalyptus*, dos *Pinus* e do setor de base florestal.

Caso tenham curiosidade de conhecer mais sobre as “Top 50 Power Lists” da RISI, que se iniciaram exatamente em 2008, que persistem até hoje através da Fastmarkets RISI, sugiro que naveguem nas seguintes indicações de endereços de web:

PULP & PAPER in this issue		contents	
FEATURES		OPINION	
22 THE RISI TOP 50 POWER LIST A RISI first: A list of the 50 people who are considered to be the most influential in the global pulp and paper sector today		5 FROM THE EDITORS Power and who's wielding it	
36 TISSUE PRODUCTION: WHO'S THE DADDY? A study of 155 machines in 82 mills reveals the producers and countries that are making a mark in tissue production		19 MAINTENANCE MATTERS Canfor Pulp cuts maintenance costs by 20%	
38 ONE WORLD, MANY PAPER SOLUTIONS Geography is no longer a hindrance to cooperation between entities and technology knows no borders		21 SAFETY MANAGEMENT Watch out - The weatherman just may be right!	
41 IMPROVED TECHNOLOGY FOR THE RECYCLER Enesco International concentrates on the ever changing demands for improved quality from mills that use recovered paper in their furnish		52 COMMENT Battle lines are drawn	
		DEPARTMENTS	
		6-13 NEWS SCAN ■ International Paper ■ NewPage ■ AbitibiBowater ■ Neenah Paper	
		15 MONTH IN STATISTICS	
		16 PRODUCT NEWS	
		17 GRADE PROFILE	
		18 PEOPLE NEWS	
		20 CONFERENCE CALENDAR	
		47 SUPPLIER NEWS	
		SERVICES	
		45 ADVERTISERS INDEX	
		48 ADVERTISER SHOWCASE	
		49-51 MARKETPLACE	
THE COVER A sampling of the some of the 50 most influential people in the industry: from CEOs to NGOs, professors to authors, producers and suppliers, these men and women are the movers and shakers who shape our industry.			

Sobre a primeira das RISI Top 50 Power List – exatamente a de 2008:

- **Celso Foelkel: number 44 in the RISI “Top 50 Power List 2008”**. Pulp & Paper Magazine 82(7): 22 - 35. RISI. (2008)

http://www.celso-foelkel.com.br/artigos/RISI_Top+50+Power+List_2008.pdf (em Inglês)

Sobre as demais “Top 50 Power Lists” da Fastmarkets RISI:

<https://technology.risiinfo.com/search/node/top%2050%20power%20list>

<https://www.google.com.br/search?source=hp&ei=PMSYXO-cEYfD5OUPx5q3mAg&q=%22top+50+power+list%22+risi&btnK=Pesquisa+Google&oq=%22top+50+power+list%22+risi>

Sobre a RISI e seus websites e suas revistas do passado

<https://www.risiinfo.com/> (Acerca da RISI, atualmente Fastmarkets RISI)

<https://www.risiinfo.com/industries/pulp-paper-packaging/> (Fastmarkets RISI e ações em celulose, papel e embalagens)

<https://www.risiinfo.com/industries/wood-products/> (Fastmarkets RISI e ações em produtos da madeira)

<https://www.risiinfo.com/industries/timber-bioenergy/> (Fastmarkets RISI e ações em biomassa e madeira energética)

<https://www.risiinfo.com/industries/tissue/> (Fastmarkets RISI e ações em papéis *tissue*)

<https://technology.risiinfo.com/> (Fastmarkets RISI e tecnologias setoriais)

<https://technology.risiinfo.com/email-newsletters> (Fastmarkets RISI e newsletters online)

<https://www.worldcat.org/title/pulp-paper-international/oclc/1763160/editions?referer=di&editionsView=true> (Revista Pulp & Paper International em Worldcat.org)

https://www.worldcat.org/title/pulp-and-paper/oclc/60652666&referer=brief_results (Revista Pulp & Paper em Worldcat.org)



from the editors

GRAEME RODDEN
is Editor
Pulp & Paper



Power and who's wielding it

AS I ALLUDED TO IN MY LAST COLUMN, in the pulp and paper industry, April through June tends to be conference season and I have given my credit card a good workout recently traveling from Dallas (PaperCon) to Stockholm (SPCI) to Quebec City (International Pulp Bleaching) to Jasper, AB (PacWest). It has not done my air miles any harm either.

Thanks to the wonders of modern technology, I was able to keep up, for the most part, with my flow of work. At their best, computers and the Internet (and, of course, the print button) really do allow me the freedom to attend events of importance to the industry and my own knowledge.

The Top 50

One of the projects I was working on, home and away, is something we are all really excited about: the RISI Top 50, or Power List, which begins on page 22. Our worldwide editorial team, along with help from many other RISI and outside sources, has put together a list of people whom we feel are the top movers and shakers in our industry, those who hold the most influence.

This is a first for us and it's amazing how the list of potentials kept growing, the deeper we got into it. We had to settle for 50 but we had probably three times that many people to look at (all the editors contributed lists of names that they thought merited nomination to this hallowed 50). Every time we thought we had it settled, up popped another name we hadn't thought of that had to be given serious consideration. And, unfortunately, there are those who held and still continue to hold, because of the value of their contributions, tremendous influence within the industry but have since passed on. We kept the list to the living but could have compiled another list of the dead.

Are these the definitive 50? We like to think so, but.....

As the text on page 22 says, we tried for a "global take". This is one reason why the text is also appearing in our sister magazine, *PPI*. We looked beyond the easy pickings of choosing CEOs, although just because of their positions and what they represent, they are naturals for the list.

Most importantly, we know that many, if not all of you, will disagree with some of our choices. That's one of the reasons we decided to do it, to get some debate going. There will be

people we have forgotten or given, in others' opinions, short shrift to: "Why was this person number 48 and not higher up?" We want to hear from you. We had a lot of fun doing this. I hope you enjoy it as well and understand the spirit in which the article was written.

Panning for that one nugget

As I said, I've been on the road and in the air quite a bit recently, attending four conferences. There was one common thread that I have heard before as I am sure many of you have as well. That is, just taking home one idea to your mill makes the trip worthwhile. This is the spin that many use to convince people to attend conferences. But, finding that one nugget of gold, no matter how small, in a stream full of rocks does make a trip worth the expense.

I was talking with a supplier at the bleaching conference. This was a conference that was heavily dependent on fundamental research papers, a lot of bench or lab scale results. It was the type of conference where the questions all seemed to start: "Excellent paper, good work, but...." The speakers had to be quick on their feet and they were. I have nothing but admiration for them, especially those for whom English was not their first language.

Anyway, I asked the supplier why he was there. He said that it was to find that one kernel of an idea that could be developed, perhaps through a cooperative agreement with the university/research institute, into a commercial product. He said it was also to look for trends – what research was being done and would some sort of agreement be possible.

So, study the conference calendar; find one that is of interest to work being done in your particular mill and make plans to attend. It could be a very rewarding experience. P&P

FROM THE EDITORS



To read more industry opinions or give your own opinion, please visit our RISI Blog and Forums online at www.risiinfo.com