

Billerud opens Representative Office in China

Billerud AB has set up a representative office in Shanghai, China. This is done in order to build-up knowledge with the view of future expansion of the business in China.

-It is important for Billerud to play a more active roll in specific chosen markets outside Europe. This step is also taken in order to show our commitment to the Chinese market says Bert Östlund, President and CEO of Billerud.

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Billerud is a packaging paper company with a business concept to supply customers with innovative and high quality packaging paper. A consistent concentration on attractive market segments and a strong customer focus are cornerstones of Billerud's strategy. Billerud focuses on kraft paper and containerboard and has a world-leading position within several product segments. The company's production units are among the most cost-efficient in Europe for these products.