



## **Bracell Assumes Presidency of the Florestar Administration**

**São Paulo - November 27, 2022:** Bracell has announced that it has assumed the presidency of the Board of Directors of Florestar, São Paulo's Association of Producers, Suppliers and Consumers of Planted Forests. It was announced at the general meeting that Leonardo Genofre, Bracell's Institutional Relations Manager, will represent Bracell on the board for a term of two years, from 2022 to 2024.

"Assuming the presidency of Florestar is of great significance to Bracell. Florestar and Bracell share the same values for the conservation of the environment. I am honoured to be representing Bracell on the board of Florestar and I am committed to acting for the sustainability of the forestry industry. This is in line with Bracell's purpose that everything we do must be good for the country, climate, communities and customers," said Mr. Genofre.

Florestar is a non-profit organisation that focuses on fostering the growth and competitiveness of the forestry industry, translating its interests and needs into tangible results. The association encourages the implementation of multi-use forest management, including sustainable developments aimed at controlling greenhouse effect.

"We have great expectations for this management renewal of the association. Florestar wants the new management to drive public policy and stakeholders' engagement. We also want to provide support and represent our associated companies, for the development of the value chain in the São Paulo forestry sector," said Fernanda Maria Abilio, Executive Director of Florestar.

The association's guidelines and line of action are aligned to Bracell's sustainability initiatives. Through its climate change management initiatives, Bracell removed five million tons of carbon dioxide from the atmosphere in 2022.

### **About Bracell:**

Bracell is a global leader in the production of dissolving pulp and specialty cellulose with two main operations in Brazil in Bahia and São Paulo. In addition to its operations in Brazil, Bracell has a management office in Singapore and sales offices in Asia, Europe and the U.S.

[www.bracell.com](http://www.bracell.com)

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