

# Snapshots

AN JUN / FOR CHINA DAILY

**Stepping back in time:** Middle school students from Confucius Institutes in Germany learn Huangmei Opera, a type of folk song and dance performance, at a primary school in Hefei, Anhui province, on Aug 8.



FENG YONGBIN / CHINA DAILY

**On target:** A Tibetan contestant shoots from a horse in the 10th Chinese Ethnic Games in Erdos, Inner Mongolia autonomous region, on Aug 10. The games drew 6,240 athletes from all 56 ethnic groups of China competing or performing in nearly 200 Chinese traditional sport events.



LIU HANG / FOR CHINA DAILY

**High-flyer:** Magician Ning Ning performs an escape act at Juyongguan, a Great Wall scenic spot near Beijing, on Aug 5. The show was a warm-up for the World College Students' Magician Exchange in the capital from Sept 24 to 26.



CUI XIAO / FOR CHINA DAILY

**Spaced-out vegetables:** A woman holding a normal-sized pumpkin next to a 100 kilogram pumpkin grown from seeds that were taken to outer space. The woman was photographed at the Baguazhou Space Vegetable Center in Nanjing, Jiangsu province, on Aug 5. The center has found that some seeds taken into space and grown on Earth are high in yield and disease resistant.



HAO TONGQIAN / XINHUA

**Loop the loop:** A contestant competes in a flying human competition, part of a motor boating event in Danjiangkou Reservoir, Hubei province, on Aug 9. Fourteen teams from across China competed for medals during the three-day event.

## Industry special

# APP-China paper products receive 'green' certification

By HAO NAN

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APP-China, one of the largest papermaking companies in the country, announced its first batch of paper products labeled with two "green" certification logos on August 7 in Beijing.

Both the China Forest Certification Council and the Program for the Endorsement of Forest Certification Schemes certified the products. The PEFC is the world's largest and most recognized international forest certification system.

The certification was given to tissues and toilet tissues in the Virjoy brand of household paper products and the entire Gold Flagship-branded copy paper range. Virjoy is the first brand of household paper products in China to receive CFCC and PEFC certification.

Within a year or two, the remaining products in both brands are expected to also be certified by the two systems, according to the company.

The CFCC and PEFC recognized the authentication of each other last year, which has further widened the supply chain of certificated products worldwide and also boosted sustainable forest management globally, experts said.

It is also a landmark initiative for

China's papermaking industry, as it has enhanced the international competitiveness of Chinese companies and can help them carry out international trade more smoothly, they added.

"The mutual recognition of authentication between the CFCC and PEFC is a strategic choice to promote sustainable forest management and the internationalization of China's forestry industry," said Wang Wei, the CFCC's director and executive deputy director at the Science and Technology Development Center of the State Forestry Administration.

"We hope to see more companies like APP-China that actively devote energy to promoting CFCC certification and sustainable operation in China to protect the forest resources," Wang said.

Yu Baisong, director of the PEFC China Initiative, said China is not only the world's biggest producer and manufacturer of forest products, but also one of five countries that own the world's largest area of forests.

"APP-China taking the opportunity to support international and domestic forest certification schemes can help more plantations in China follow synchronized global sustainable forest management and can also bring new chances for the company's international trade," Yu said.

"We are proud to be a pioneer practicing sustainable initiatives in China's papermaking industry. The success of receiving the certification



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**From left:** PEFC China Initiative Director Yu Baisong, CFCC Director Wang Wei and APP-China Deputy CEO Zhai Jingli at a ceremony to mark certification of some of the company's paper products.

is also attributed to APP-China's long-term efforts in sustainable forest management and third-party certification," said Zhai Jingli, deputy CEO of APP-China.

"Products having the two certification labels can prove to our customers that the raw materials are coming from forests under sustainable management and we are environmentally

responsible in every link of the production," Zhai said.

Endorsement from the two certification systems could also help break trade barriers APP-China faces in many markets, she added.

Currently, the company has more than 240,000 hectares of certificated plantations, 80 percent of its total. Its 16 subsidiaries of pulp and paper

producers and sellers also received PEFC Chain Of Custody certification.

"Customers today are paying more attention to the product's performance in environmental protection, which will encourage more papermaking companies to participate in CFCC and PEFC certification and to realize a rational utilization of forest resources," Zhai said.

