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The 2016 event will be held
on Thursday 17th March 2016
in Shanghai

Brian McClay

Brian McClay (Principal at Brian McClay & Associates)



Brian McClay is the principal consultant at **Brian McClay & Associés Inc.**, a privately-held pulp and paper competitive intelligence consultancy based in Montreal, Canada. Its primary function is to assist subscribers and clients track global pulp market conditions and to plan for future marketplace challenges and opportunities.

Brian established the company, formerly TerraChoice Market Services Inc, in 1997 after a long career at the Montreal-based Canadian Pulp and Paper Association.

Brian is currently an **'experts' panel member at FOEX Indexes Ltd.**, a Helsinki-based private, independent company specializing in the provision of audited, trade mark registered pulp, paper and recovered paper price indices.

Prior to founding the company as TerraChoice Market Services Inc. in 1997 (company name changed to Brian McClay & Associés Inc. on May 1, 2011), Brian worked for the industry-funded **Canadian Pulp and Paper Association** where he was **Senior Vice President, Trade and Government Affairs** – responsible for managing all market and trade-related issues. (In that role, he was also responsible for the establishment and management of CPPA's European office in Brussels.)

During 1995-1999 Brian was a member of the **Canadian International Trade Minister's Trade and Environment Task Force** and he served as Head of Canada's Delegation to the **Environmental Labeling Subcommittee of ISO's Technical Committee on Environmental Management Standards (TC 207/SC3)**. During this period Brian chaired the multi-stakeholder committee that developed the **Environmental Profile Data Sheet (EPDS)** – a type 3 (report card) Environmental Label.

In 1997 he was a member of Canada's official delegation to the **United Nations Commission on Sustainable Development (UNCSD)** and on its delegation to the **WTO Ministerial Conference** in Singapore.

Brian earned a Bachelor of Commerce degree in Management Science and Market Research from **McGill University, Montreal** in 1978.

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