

# Gold Hongye Paper Group Co Ltd in Tissue and Hygiene (China)

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## Abstracts

Under the pressure of increasing raw material costs of household paper as well as the rising eco-consciousness, Gold Hongye will continue its strategy of Plantation-Pulp-Paper Integration. This strategy combines advanced forest management methods with supply chain management, and is also expected to promote the green cycle mode in China. After launching its upgraded Paper Contract with China (PCwC) in 2011 on the part of its parent company, Asia Pulp & Paper Co Ltd, Gold Hongye will continue...

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