

84th Annual International Management Conference – PIMA

New York City, New York

June 29 – July 2, 2003

-- Presidents' Panel --

*How To Succeed In A Changing
Marketplace and Business Culture*



PIMA Presidents' Panel – Session Chair

*How To
Succeed In A
Changing
Marketplace
and Business
Culture*

Bowen Smith
Director
UBS Warburg



COMPETITIVE ADVANTAGE



A.D. “Pete” Correll CEO & President

- **GEORGIA-PACIFIC
CORPORATION**

✓ **Worldwide Paper Company**



Steven B. Buckman

Chairman of the Board

- **BUCKMAN LABORATORIES
INTERNATIONAL INC.**

- ✓ **Worldwide Specialty Chemical
Supplier to Paper Industry**



Jan Åström

President and CEO

- SVENSKA CELLULOSA
AKTIEBOLAGET SCA

✓ Worldwide Paper Company



Hans Müller

President & CEO

- **VOITH PAPER HOLDING
GMBH & CO. KG**

✓ **Worldwide Machinery Supplier
to the Paper Industry**

VOITH



Michael Golden

Vice Chairman & Senior VP

- **NEW YORK TIMES COMPANY**

- ✓ **Worldwide User of Paper Products**
- ✓ **Worldwide distributor of information**



Competitive Advantage - What is it?

- Cost Leadership
- Technological Advantage
- Product Differentiation
- Customers See Value in Products
- Revenue Creation
- Focus on Successful Business Strategy
- Program for Sustainable Growth
- Planning Process to Take Company to Even Stronger Competitive Position
- ??????



Goals for Today

- **Five Worldwide Companies Associated With the Paper Industry**
- **These Executives Will Tell Us How They Are Competitive in a Worldwide Economy**
- **These Companies Will Tell Us How They Will Continue to Be Competitive**
- **An Opportunity for You to Ask Questions**

