



Financial and Strategic Analysis Workshop for the Pulp & Paper and Related Industries

October 3-5, 2012 Raleigh, North Carolina, USA

Enhance your value and the value of your corporation with financial tools

This workshop will give you basic and sophisticated tools to analyze business operations, estimate financial outcomes and support decision making in the Pulp, Paper and related industries.

- Learn the basics of capital budgeting, cost of capital (cost of debt and cost of equity) and financial indicators. Use these tools to build financial analyses and sell your ideas, products and services
- Appreciate the importance of cost structure and how you can increase your competitive advantage by managing your costs
- Explain in financial terms the impact of your operation, research, new technique or new product
- Build an entire financial analysis from scratch with the assistance of recognized Business Operation Instructors with decades of experience in business operations in the pulp and paper industry
- Learn the basis for strategic planning and decision-making



For more information:

http://cnr.ncsu.edu/fb/extension/bsa_workshop.php
rwgonzal@ncsu.edu (919) 802.5219

Registration: <http://store.FB-education.org/>

The Workshop is Specially Beneficial for:

- Managers at pulp and paper mills and business units responsible for strategic planning
- Engineering consultants who provide strategic studies to pulp and paper mill clients
- Sales and service personnel who want to sell their ideas to customers and upper level management
- Superintendents and engineers who want to understand how to measure profitability and costs in their operations
- Managers who want to understand the financial outcomes of process improvements and capital projects
- Research and development engineers and scientists looking to calculate the potential financial impact of their research
- Engineers who are new to the pulp, paper and related industries.

Instructors

Dr. Richard Phillips is Adjunct Professor and Executive in Residence in the Department of Wood and Paper Science (Paper Science and Engineering) at NCSU. Dr. Phillips is a former senior Vice President-Technology and Manufacturing from International Paper with more than 30 years in business operations. He was board member of the joint venture between IP and Ilim in Russia.

Dr. Ronalds Gonzalez is Research Assistant Professor at NCSU. He held several positions in the Controlling and Business Department at Smurfit Kappa (an integrated pulp and paper and packaging solutions company). Dr. Ronalds Gonzalez is an expert in integrated analysis and financial analysis (supply chain, conversion process and economics and business models) with more than 40 publications in prestigious journals.



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Preliminary Workshop Schedule

October 3

Introduction

Pre-class student evaluation

Pulp and Paper Basics

*Status of the Pulp and Paper Industry**

Time value of money

Present value applications (compare cash flow alternatives, PV vs. NPV)

In class exercise (time value of money and present value)

Capital budgeting (financial indicators and comparison, investment rules)

Financial statements (income statement, balance sheet and cash flow)

In class exercise (apply the concepts to evaluate investment alternatives)

New Product and Technology Management* (how to establish a bridge between R&D and commercialization)

October 4

World Fiber Supply* (major players in the fiber market, trends and threats)

Cost of capital (understand the components of capital cost)

Depreciation (depreciation schedules, effect of depreciation project profitability)

Cost structure (types of costs, cash and non-cash cost)

In class exercise (depreciation, cost structure, cost analysis)

Reinvesting in the Pulp and Paper Industry*

Cash flow evaluation (build a complete income statement to estimate and evaluate cash flows)

Comparing investment alternatives (based on information provided, built and compare investment analysis)

In class exercise (Cash flow estimation, investment analysis)

Capital expenditure management (how to prepare and manage capital investment)

October 5

Process Simulation* (benefits, connecting process simulation to your financial analysis)

Investment analysis (what to consider when analyzing new investments)

In class exercise (cost of capital, Investment scenario valuation)

Global strategy* (Strategies at the Corporate, Business and functional unit levels, alternatives for continuous growth)

In class exercise (Build your investment analysis)

Sensitivity and risk analysis

Post-class student evaluation

Course Evaluation

Basic knowledge of Microsoft excel is suggested