



# IBM Paris host our first Members' meeting

27<sup>th</sup> November 2017

Our €6,000 annual membership fee for large companies has to deliver added value. Those companies and trade associations at our first Members' Meeting in Paris were treated to two high-quality presentations hosted at the futuristic offices of IBM.

Peter Börkey and Andrew McCarthy, two economists from the OECD, presented their work on the circular economy and provided an insight into why they have a mandate to develop and publish policy recommendations over the next two years. The exchange of theory and practical experience proved to be valuable to everyone: businesses know that OECD policy papers are an early reference point for law makers in the 35 countries represented by the organisation, and the two top economists wanted to ground their thinking in the practical issues of day to day trade.

The second presentation was from IBM: What might "Watson" bring to remanufacturing? How might Artificial Intelligence help or hinder the flow of information needed by remanufacturers? The example of regulations covering international trade in "cores" and final product was used as a gentle and highly practical introduction. But this was just one product from IBM. The potential to go much further became apparent as questions began.



*IBM Presentation to CER members*

We promise our member companies the opportunity to step beyond their own product and sector and to engage with remanufacturers in other areas – from ICT, to automotive engines and toner cartridges and imaging equipment; this was an afternoon when new connections were made, and ideas created.

But we had some internal business to deal with as well. We agreed to set up a new five-person steering committee, which will meet for the first time on March 1<sup>st</sup>, 2018 at our Brussels office. We agreed to appoint Associate Professor Erik Sundin as our Principal Academic Networker – our principal point of contact with the academic research community in Europe. We also received proposals for our 2018 work programme.

David Fitzsimons reported on the first year's achievements and on the plans to sign MOUs in China, renew the relationship with Ellen MacArthur Foundation and support RAI in Amsterdam. He hinted that the European Remanufacturing Council may receive an award at the Circulars in Davos in 2018.

The meeting ended with thanks to our superb hosts before heading off, under umbrellas, to the local bar and restaurant. Our 2018 Members' meeting might take place in Berlin or Brussels. The 2019 meeting will be held in Amsterdam at the new ReMaTec exhibition and conference centre.