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## A Research on the Existing Obstacles in the way of Developing Paper Products' Supply and Demand and the Guidelines to Solving the Problem

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### Abstract

Export of commodities is very important for the economy in every country, because of its resulting revenue. Most developed countries gain part of their financial resources through export. Considering the above mentioned policy, the trend of importing paper in to the country can be reversed. Paper pulp and its related industries can be imported and expanded to produce the final export and non-export products. The related export revenue can be used to improve and expand the said industries. In recent years the products of our industrial paper units in Iran have increased from 329736 M.T. in 1377 (1980) to 426953 M.T. in 1381 (2002) to meet over 65% of domestic needs. Accordingly importing and exporting of paper products has had an upward trend in the same period. The annual import of all kinds of paper products in 1377 (1998) has increased by 27% in comparison with 1372 (1995) while the export volume of all kinds of paper products in 1377 (1998) showed an increase of 95% in comparison the year 1372 (1993) approximately 685% increase in 1381 (2002) as compared with 1377 (1998). As the upward trend and increase in paper and paperboard consumption can be considered a normal phenomenon, so the ratio of about 50% increase during a five year period (1993-98) and a similar increase during 1998-2002 seem to be completely normal. Certain restrictions and limitations limit the competing abilities of our paper industries and thus the market share. Limitations in domestic sources of wood supplies, raw materials and paper pulp making units together with the low quality and high price of local paper products in comparison with foreign products can be considered as the main factors in this respect. Boosting investment in paper industries, installation of new factories, improving management to reduce the price of final products are the firm protective steps in overcoming the problems and to develop the paper industry in Iran.

**Keywords:** Industrial paper, Comparative advantage, Competitive advantage, Tissue, Optimum, Efficiency, Productivity.

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