

## Pierre Soler-My, co-founder and CEO of the SOLER Group, visited Brazil with the French President Emmanuel Macron.



Photo: Emmanuel Macron with Pierre Soler-My

In the context of the programme to protect tropical forests and develop their biodiversity initiated by Emmanuel Macron in 2023, Brazil is a key player in global decarbonisation. During his State visit to the Federative Republic of Brazil, the President of the Republic, accompanied by SMEs, ETIs and major French companies, offered solutions that incorporate cutting-edge technologies and fair business relationships, while considering the new challenges that are crucial for future generations.

The SOLER Group, leader in the production of renewable carbon (charcoal, biocarbon, biochar) and green energy (SAF, fuel for sustainable aviation) from local wood from sustainably managed forests, was honoured to be invited to this official visit from the 26<sup>th</sup> to 28<sup>th</sup> of March 2024.

Pierre Soler-My, co-founder and CEO of the SOLER Group, was privileged to be selected as part of the French business delegation. The group brought together companies with strong potential for developing sustainable solutions to the global challenges of climate change, biodiversity loss, and sustainable forest management.

Brazil is a state with many assets for the green industry. The country has genuine experience of forestry issues and is already operating charcoal-based industrial metallurgical processes. After decades of deforestation, the Brazilian authorities have introduced laws to protect native forests and increase forest plantations. Although several major advances have been made in terms of environmental policy in Brazil, the production of green metals from charcoal is stagnating, and this raw material is still made by inefficient and highly polluting processes.

The SOLER Group has developed its own cutting-edge technology for manufacturing renewable carbon and producing green energy from sustainably sourced local biomass. Today, operating two production sites in France with a capacity of 50,000 tonnes, the SOLER Group offers sustainable solutions for decarbonising industry, while protecting and enhancing forest resources.

*"This charcoal briquette captured 150 grams of CO2. Thanks to the sustainable solutions produced by the SOLER Group, we can significantly reduce the carbon footprint of industrial processes",* Pierre Soler-My explained to French President Emmanuel Macron.

Photo: Emmanuel Macron with a SOLER briquette and Pierre Soler-My



Following this forward-looking visit, Pierre Soler-My said: *"The SOLER Group has been transforming local thinning wood into renewable carbon for many years, while generating green energy. It was an honour to accompany the President of the Republic in developing sustainable solutions for the Amazon rainforest. By implementing climate-neutral production models, we will be building the pillars of a green industry for resilient forests!"*

### About SOLER Group:

Founded in 1993 in the Grand Est region of France, the SOLER Group is a leader in the production of renewable carbon, offering a unique, cutting-edge technological solution for achieving global climate neutrality. Thanks to its own patented technology, the Group's biorefineries transform wood residues - from sustainably managed forests located near its production sites - into charcoal, biocarbon, biochar and green energy. The SOLER Group is based in Gyé-sur-Seine (Aube, Grand Est) and Lacanau (Gironde, Nouvelle-Aquitaine) and employs over 180 people.

Find out more about the SOLER Group in its [press kit here](#).

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