

IT'S TIME FOR CHANGE!

In Europe, the term bioeconomy has been in use for more than 20 years — originally to describe the quest for alternatives to the use of finite resources such as oil and gas, but for some time now to embody what it was actually intended for: a bio-based economy.

Bioeconomy refers to developing and marketing products, processes, and services for different industries either based on or by using biological resources, with the support of science and research.

With regard to its visibility and role in scientific communication or at trade fairs, bioeconomy has for the longest time been relegated to remaining a hanger-on, someone invited amicably to the table, but without a room of its own. This is about to change: In

February 2017, BiobasedWorld in Cologne will be the first trade show exclusively for and with players of the rapidly growing bio-based industries. They develop products with an outstanding commitment to sustainability: They protect our environment, safeguard future generations, are state-of-the-art when it comes to technology and science, and are often better and healthier than what we're used to from the industries' conventional production processes during the previous century. Simultaneously, they have to be economic in use. Plastics from plant matter, enzymes in cleaning products, microbial-based pharmaceuticals — agriculture, forestry, energy, pharmaceutical, chemical, food, and apparel industries and many other sectors can no longer be imagined without the bioeconomy. The turnover of the EU bioeconomy has been estimated at 2.1 trillion euros in 2013, representing about 8% of the total non-financial business turnover.

In recent years, the bioeconomy has been boosted in particular by what is known as white or industrial biotechnology. Now that policymakers, trade associations, and stakeholder groups have also recognized what it offers to businesses, people, and nature and are promoting specific research activities, the bioeconomy has gained a broad base. It preserves resources for future use and often relies on materials we previously had disposed of as waste. In addition, collaboration between businesses and research institutions is intensifying across various sectors of the bioeconomy.

The new trade show BiobasedWorld will be the first to adequately represent the bioeconomy's standing and development potential, and the significance of its products. It offers to all participants an important platform to exchange ideas, present advantages and opportunities for economy and society — in Germany, Europe, and worldwide — and increase their international visibility.



Source: Organobalance

■ **PROF. DR. CHRISTINE LANG**
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“Many sectors can no longer be imagined without the bioeconomy.”



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