






# AGENDA WORKSHOP DAY – MONDAY 1ST APRIL

<p>08:45</p> 	<p><b>BREAKFAST BRIEFING: PORT OF AMSTERDAM: A CIRCULAR HOTSPOT.</b></p> <p>Port of Amsterdam's ambition is to become a leading European hub for recycling and upgrading waste streams into (chemical) building blocks for the industry. They aim at integrating existing industry and logistical service providers to new technologies, such as carbon capture usage, power to gas or lignocellulosic fuels and chemistry. Whatever the technology or raw material, the Port of Amsterdam is working on sustainable production by clustering initiatives, hosting innovations and bringing the strength of the combination of port, city and airport closely linked together.</p>	
<p>10:00</p> 	<p><b>SITE VISIT: PORT OF AMSTERDAM HOSTED SITE VISIT TO CHAINCRAFT</b></p> <p>ChainCraft develops mixed culture fermentation technologies in order to produce sustainable biobased chemicals that are able to compete with current state of the industry-produced chemicals. The biodiesel factory and it's lab and office space is part of a larger concept, called Greenmills. Within Greenmills, several companies operate in the conversion of organic waste and residues into valuable 2nd generation bio-products like biodiesel, biogas, compost, animal feed and biochemicals. The Greenmills concept scores very high on sustainability and is a leading example in Industrial Ecology, because of the integration and re-use of several 'waste' streams.</p>	
<p>13:00</p>	<p>Workshop Registration &amp; Networking Lunch</p>	
	<p><b>SCALE UP &amp; PROCESS TECHNOLOGY: WORKSHOPS</b></p>	<p><b>SUSTAINABLE BRANDS: WORKSHOPS</b></p>
<p>14:00</p> 	<p><b>CERTIFICATION WORKSHOP:</b> Standards for certification of new bio-based molecules, and defining methods of integrating these molecules into existing supply chains <i>Peter Jürgens, Managing Director, REDCert</i></p>	<p><b>CIRCULAR ECONOMY WORKSHOP:</b> Defining the circular economy and understanding how businesses can make sense of and integrate all aspects from sustainability goals, to bio-based to end of life <i>Claudia Amos, Technical Director, Anthesis</i></p>
<p>15:00</p> 	<p><b>SCALE UP WORKSHOP:</b> The valley of opportunities – a guide to enter bio-based full-scale commercial operations <i>Dr. Andreas Worberg, Director Translational Core, Novo Nordisk Foundation Center for Biosustainability</i></p>	<p><b>MARKETING AND PR WORKSHOP:</b> The keys to success for communicating your sustainability offering <i>Leontine Gast, Founding Partner &amp; Managing Director and Nierika Hamaekers, Sustainability Consultant, The Terrace</i></p>
<p>16:00</p>	<p>Networking Coffee Break</p>	
<p>16:30</p> 	<p><b>SUPPLY CHAIN WORKSHOP:</b> Getting the value chain right in biomass supply and stewardship - ideas from Canada <i>Murray McLaughlin, Advisor, Bioindustrial Innovation Canada</i></p>	<p><b>CUSTOMER WORKSHOP:</b> Ocean Plastic – Enabling businesses to tackle plastic pollution in our ocean <i>John Hanus, Policy Officer, European Commission</i></p>
<p>17:30</p>	<p>Networking Drinks Reception</p>	

# AGENDA MAIN CONFERENCE – TUESDAY 2<sup>ND</sup> APRIL

08:00 Congress Registration & Welcome Coffee

## PLENARY SESSION: A BIO-BASED FUTURE FOR BIG BRANDS

Moderator: **Luke Upton**, Editor and Co-Founder, **Bio-Based World**

09:00 **Welcome Address: Where brands meet the bio-based industry: Outlining the structure and objectives of World Bio Markets 2019**

**Alex Williamson**, CEO and Co-Founder, **Bio Market Insights**

09:10 **OPENING KEYNOTE ADDRESS: Purpose is the new luxury: How saving the oceans is a better business than destroying them**



**Cyrill Gutsch**, Founder, **Parley for the Oceans**

09:40 **BRAND KEYNOTE ADDRESS: Sweet success: Building a purpose led brand focused on comfort, design and sustainability**



**Jad Finck**, VP of Innovation and Sustainability, **Allbirds**

10:00 **LEADERS PANEL: What does a future sustainable, circular economy look like, where does bio-based fit and how do we get there?**



**Cyrill Gutsch**, Founder, **Parley for the Oceans**

**Jad Finck**, VP of Innovation and Sustainability, **Allbirds**

**Matthew McKnight**, Chief Commercial Officer, **Ginkgo Bioworks**

**Paolo Corvo**, Head of Sales & Marketing, **Biofuels and Derivatives, Clariant**

**Christophe Schilling**, CEO, **Genomatica**

10:30 Networking Coffee & 1-2-1 Meetings

## SCALE-UP & PROCESS TECHNOLOGY: SOURCES OF FEEDSTOCK

Moderator: **Murray McLaughlin**, Advisor, **Bioindustrial Innovation Canada**

11:00 **Presentation: Low emission mobility: New opportunities through algae**

**Khurram Gaba**, Policy Planning Executive, **Exxon Mobil**

11:15 **Presentation: New wave in bio-based materials- maximum value from lignin with industry-specific fractions**

**Matti Heikkilä**, Chief Technology Officer, **MetGen**

11:30 **Presentation: The biomass balance approach: A groundbreaking way of deriving products from renewable raw materials.**

**Dr. Christian Krueger**, Corporate Sustainability Strategy, **BASF**

11:45 **Presentation: Algal biomass and wet waste streams for production of fuels and chemicals.**

**Philip Pienkos**, Strategic Product Lead, **US National Renewable Energy Laboratory**

12:00 **PANEL: From land to brand: how do we optimise feedstock supply and processing at commercial scale?**



**Khurram Gaba**, Policy Planning Executive, **Exxon Mobil**

**Matti Heikkilä**, Chief Technology Officer, **MetGen**

**Philip Pienkos**, Strategic Product Lead, **US National Renewable Energy Laboratory**

**Christian Krueger**, Corporate Sustainability Expert, **BASF**

**Roel Vleeschouwers**, Business Development Manager, **VITO**

**Peter Jürgens**, Managing Director, **REDcert**

## SUSTAINABLE BRANDS: MARKETING & ADVERTISING

Moderator: **Alex Williamson**, Managing Director and Co-Founder, **Bio-Based World News**

11:00 **Presentation: Marketing is from Mars, Sustainability is from Venus: the right message to engage consumers**

**Thomas Kolster**, Author, Critic, Speaker and Sustainability and Marketing Expert, **Goodvertising Agency**

11:15 **Presentation: Understanding changing consumer awareness and demands: the Blue Planet effect**

**Irene-Marie Seelig**, Innovation Program Manager, **Swarovski**

11:30 **Presentation: Speaking the language of bio-based: defining eco, sustainable, bio-based, circular and more**

**Tom Domen**, Global Head of Long Term Innovation, **Ecover/Method**

11:45 **Presentation: Do we need new marketing models for bio-based products or do old rules apply?**

**Julian Lings**, Sustainability Manager for EMEA, **The North Face**

12:00 **PANEL: Understanding how consumers perceive bio-based, and the language we should use to appeal to them**



**Thomas Kolster**, Author, Critic, Speaker and Sustainability and Marketing Expert, **Goodvertising Agency**

**Irene-Marie Seelig**, Innovation Program Manager, **Swarovski**

**Tom Domen**, Global Head of Long Term Innovation, **Ecover/Method Executive**

**Julian Lings**, Sustainability Manager for EMEA, **The North Face**

**Senior Executive**, **Checkerspot**

**Vana Knoepfel**, European Marketing Director, **Corona**

## BUILDING A BIO-BASED INDUSTRY: APPAREL & TEXTILES

Moderator: **Bárbara Mendes-Jorge**, Senior Consultant, **Sustainability Consult**

11:00 **Presentation: Science Based Targets - how Carbon Reduction Ambition inspires product sustainability and innovation**

**Romy Miltenburg**, Manager CSR & Sustainability EMEA, **ASICS Europe**

11:15 **Presentation: What a tree can do - using wood to create a more sustainable fashion industry**

**Kirsi Seppäläinen**, VP, Strategic Projects, **Stora Enso**.

11:30 **Presentation: Incorporating bio-based into existing complex material supply chains**

**Mattias Bodin**, Sustainability Business Expert, Materials and Innovation, **H&M**

11:45 **Presentation: Ensuring the supply chain is sustainable: from factory to shop floor, and back again**

**Douwe Jan Joustra**, Head of Circular Fashion, **C&A Foundation**.

12:00 **PANEL: Green is the new black: Changing practices in one of the world's most challenging industries.**



**Romy Miltenburg**, Manager CSR & Sustainability EMEA, **ASICS Europe**.

**Kirsi Seppäläinen**, VP, Strategic Projects, **Stora Enso**.

**Mattias Bodin**, Sustainability Business Expert, Materials and Innovation, **H&M**.

**Douwe Jan Joustra**, Head of Circular Fashion, **C&A Foundation**.

12:45 Networking Lunch & 1-2-1 Meetings

## SCALE-UP & PROCESS TECHNOLOGY: PROCESS ENGINEERING CHALLENGES

Moderator: **Melanie Williams**, Director, **Melanie Williams Consulting**

- 13:45 **Presentation: Pioneering innovation in process technology for greater speed, efficiency and cost reduction**  
**Floris Buijzen**, Product Market Manager, **Total Corbion PLA**
- 14:00 **Presentation: Reducing the carbon footprint in our products: More sustainable solutions for our customers**  
**Dr. Saskia Beuck**, Senior Project Manager for New Technologies at Business Unit Coatings Adhesives and Specialities, **Covestro Deutschland**.
- 14:15 **Presentation: How bio-based materials can turn the plastics crisis into a polymers opportunity**  
**Jens Klein**, Chief Executive Officer, **AMSilk**
- 14:30 **Presentation: The CelluAPP platform - unique technologies for process optimization, cost reduction and challenges**  
**Dr Monica Normark**, Project Manager CelluAPP, **SEKAB**
- 14:45 **PANEL: Overcoming challenges and seizing opportunities in a collaborative but competitive market**  
**Floris Buijzen**, Product Market Manager, **Total Corbion PLA**  
**Dr. Saskia Beuck**, Senior Project Manager for New Technologies at Business Unit Coatings Adhesives and Specialities, **Covestro Deutschland**.  
**Jens Klein**, Chief Executive Officer, **AMSilk**  
**Dr Monica Normark**, Project Manager CelluAPP, **SEKAB**

## SUSTAINABLE BRANDS: LOWERING YOUR CARBON FOOTPRINT

Moderator: **Alex Williamson**, Managing Director and Co-Founder, **Bio Market Insights**

- 13:45 **Presentation: Scope 3 carbon impact to advance sustainable brand development**  
**Chris Sayner**, Vice President Customer Alliances, Corporate Sustainability, **Croda**
- 14:00 **Presentation: Creating effective solutions to bio-based Polyamides**  
**René Bethmann**, Innovation Manager Materials and Manufacturing, **VAUDE**
- 14:15 **Presentation: Making a difference - how bio-based products can decarbonise the economy - Let's take back the climate and love carbon!**  
**Geanne Van Arkel**, Head of Sustainable Development, **Interface**.
- 14:30 **Presentation: Sourcing sustainable waste based feedstocks for the bio-economy.**  
**Claudia Amos**, Technical Director, **Anthesis**
- 14:45 **PANEL: How important is carbon neutrality vs. bio-based and are they mutually exclusive?**  
**Chris Sayner**, Vice President Customer Alliances, Corporate Sustainability, **Croda**  
**René Bethmann**, Innovation Manager Materials and Manufacturing, **VAUDE**.  
**Geanne Van Arkel**, Head of Sustainable Development, **Interface**.  
**Claudia Amos**, Technical Director, **Anthesis**

## BUILDING A BIO-BASED INDUSTRY: PLASTICS & PACKAGING

Moderator: **Prof. Dr. Gadi Rothenberg**, Chair of Heterogeneous Catalysis & Sustainable Chemistry, **Van 't Hoff Institute for Molecular Sciences**, University of Amsterdam

- 13:45 **Presentation: Sustainable openings and the renewable journey: Evolving processes in one of the world's largest companies**  
**Davide Braghiroli**, Product Manager, Environmental Innovations, **Tetra Pak**
- 14:00 **Presentation: Matching materials with demands: how new products can match changing trends in plastics**  
**Cailli Odqvist Jagusch**, CEO and Owner, **Light My Fire**
- 14:15 **Presentation: Sustainable materials for LEGO elements: Pathways and the circular economy**  
**Søren Kristiansen**, Senior Technology Director, Materials, **LEGO**
- 14:30 **Presentation: How plastics from new sources can change consumers relationships with products**  
**Marco Jansen**, Commercial Director Renewable Chemicals (Bioplastics) Europe & North America, **Braskem**.
- 14:45 **PANEL: How bio-based and sustainable materials can turn the plastics crisis into plastics opportunity**  
**Davide Braghiroli**, Product Manager, Environmental Innovations, **Tetra Pak**  
**Cailli Odqvist Jagusch**, CEO and Owner, **Light My Fire**  
**Søren Kristiansen**, Senior Technology Director, Materials, **LEGO**  
**Marco Jansen**, Commercial Director Renewable Chemicals (Bioplastics) Europe & North America, **Braskem**.  
**Rebecca Groen**, B100 Programme Director Global Innovation, **SHV Energy**

15:30 **Networking Coffee & 1-2-1 Meetings**

## PLENARY: INVESTMENT, INNOVATION & SUCCESS

16:00 **BIO-STARS 5 X 5: Five companies from our Bio-Stars 2019 programme share their business plans, inspirations and goals - in just five minutes**

1. **Chip[s] Board** - **Rowan Minkley**, CEO + **Rob Nicoll**, CPO
2. **Cellutech** - **Paula Martinez**, Business Development Manager
3. **Prisma Renewable Composites** - **Adam McCall**, CEO
4. **Bloom** - **Jean Behaghel**, Chief Scientific Officer
5. **Nuatan** - **Vlasta Kubušová**, Founder & Creative Director

16:30 **Investors Panel: Nice idea, but we're not investing: turning ideas and science into investable businesses**

Moderator: **Rob van der Meij**, Investment Manager, **Capricorn**  
**Josko Bobanovic**, Partner Industrial Biotechnology Funds, **Sofinnova Partners**  
**Michael Nettersheim**, Investment Manager, **BASF Venture Capital**  
**Jeremy Oppenheim**, Founder, **SYSTEMIQ**  
**Tanja Havemann**, Co-founder & Director, **Clarmondial**

17:15 **BIO MARKET INSIGHTS AWARDS: The winners of our annual search for the finest bio-based developments are announced. See page 9 for further details**



17:45 **Networking Drinks Reception**

# AGENDA MAIN CONFERENCE – WEDNESDAY 3<sup>RD</sup> APRIL

09:00 Networking Coffee & 1-2-1 Meetings

## PLENARY SESSION: A BIO-BASED FUTURE FOR THE TRADITIONAL CHEMICALS INDUSTRY

Moderator: **Luke Upton**, Editor and Co-Founder, **Bio Market Insights**

09:30 Welcome Address: Summary and feedback of key themes from yesterday and setting the objectives for today

**Luke Upton**, Editor and Co-Founder, **Bio Market Insights**

09:45 Keynote Address: How digital can help bio-based start-ups be more agile than big chemical companies



**Dr. Duane Priddy**, Global Vice President, **SpecialChem**

10:00 Keynote Address: Moving forward by going in circles - better business and a healthier planet



**Lars Boerger**, Head of Product Marketing, **Neste**

10:15 LEADERS PANEL: Money, models and markets - models to ensure success, market adoption, regulation and more



**Dr. Duane Priddy**, Global Vice President, **SpecialChem**  
**Lars Boerger**, Head of Product Marketing, **Neste**  
**Diego Torresan**, Business Development Manager, **Bio-On**  
**Tineke Woort**, Project Director Discovery, **DSM Coating Resins**

11:00 Networking Coffee & 1-2-1 Meetings

## SCALE-UP & PROCESS TECHNOLOGY: PLANT ENGINEERING & SCALE UP

Moderator: **Michaël Kolk**, Partner,  
**Arthur D. Little**

11:30 Presentation: Partner up or go it alone: Models for scaling up a bio-based business

**Christophe Durand**, Bio-sourced Materials, Chemicals & Specialties Business Development Manager, **Michelin**

11:45 Presentation: Bringing bio-based fuels & chemicals a step closer to reality with skilful partnerships, risk-sharing alliances and diligent scale-up

**Jorge Martinez Gacio**, Biofuels & Biochemicals Technologist, **Axens**

12:00 Presentation: Innovations in plant engineering and technology to reduce costs and increase efficiencies

**Wolfgang Ranfft**, Vice President Bio Based Products, **De Smet Engineers & Contractors** & **Manuela Falempin**, Business Development Manager, **METabolic Explorer**

12:15 Presentation: The first commercial scale cellulosic biorefinery in Asia.

**Dr. Juha Anttila**, Vice President, Technology, **Chempolis**

12:30 PANEL: We were promised bio-based refineries: What's holding projects back and how to navigate the roadblocks



**Christophe Durand**, Bio-sourced Materials, Chemicals & Specialties Business Development Manager, **Michelin**  
**Jorge Martinez Gacio**, Biofuels & Biochemicals Technologist, **Axens**  
**Wolfgang Ranfft** Vice President Bio Based Products, **De Smet Engineers & Contractors**  
**Dr. Juha Anttila**, Vice President, Technology, **Chempolis**  
**Matthew Lipscomb**, CEO & Founder, **DMC**  
**Manuela Falempin**, Business Development Manager, **METabolic Explorer**

## SUSTAINABLE BRANDS: REDUCING & REUSING WASTE STREAMS

Moderator: **Jo Anne Shatkin**, Ph.D.,  
President, **Vireo Advisors, LLC**

11:30 Presentation: Orthex Group – driving growth and brand value through bio-focus

**Alexander Rosenlew**, CEO, **Orthex**

11:45 Presentation: The ultimate win-win? Using agri-waste streams to attract brands to the circular bioeconomy

**Dr Sarah Hickingbottom**, CEO, **BioVale**

12:00 Presentation: Solutions for a sustainable and circular bioeconomy: the role of the sustainability standard in driving innovation

**Marcelle Peuckert**, Business Development Director, **Roundtable on Sustainable Biomaterials (RSB)**

12:15 Presentation: Forming the right partnerships that enable producers and brands to use all byproducts

**Christopher Sveen**, Chief Sustainability Officer, **UBQ Materials**

12:30 PANEL: Where bio-based, sustainability and the circular economy meet: Making bio-based sustainable and circular



**Giovanni Teodorani Fabbri**, General Manager, **FaterSMART**  
**Christopher Sveen**, Chief Sustainability Officer, **UBQ Materials**  
**Marcelle Peuckert**, Business Development Director, **Roundtable on Sustainable Biomaterials (RSB)**  
**Alexander Rosenlew**, CEO, **Orthex**  
**Dr. Sean Simpson**, Chief Scientific Officer and Co-Founder, **LanzaTech**

## BUILDING A BIO-BASED INDUSTRY: AGRI, FOOD & NUTRITION

Moderator: **Jeroen Hugenholtz**, Senior Scientist/Business Development Manager,  
**Wageningen University and Research Centre**

11:30 Presentation: From land to the brand: Building effective, and achievable supply chains

**Cedric Klumpp**, New Business Development Manager for White Biotechnology, **Lonza**

11:45 Fermentative conversion of organic residues to fatty acids for use as animal feed additive

**Niels Van Stralen**, Director and Co-Founder, **ChainCraft**

12:00 Presentation: AgriChemWhey: Converting dairy by-products into high value bio-based chemicals

**Bill Morrissey**, Procurement Manager, **Glanbia**

12:15 Presentation: Accelerating market uptake through smarter partnerships with bio-mass and feedstock suppliers

**Emily Glenn**, Business Development Director, **Arbion**

12:30 PANEL: Agriculture is the original bio-based industry: Maximising the growing opportunities found within it



**Niels Van Stralen**, Director and Co-Founder, **ChainCraft**  
**Bill Morrissey**, Procurement Manager, **Glanbia**  
**Amélie Drouault**, Partnerships Manager, **Arbion**



## SCALE-UP & PROCESS TECHNOLOGY: PARTNERSHIPS & COMMERCIALISATION

Moderator: **Melanie Williams**, Director, **Melanie Williams Consulting**

- 14:15 **Presentation: BBI JU: A high-impact initiative structuring the EU bio-based industries**  
**Philippe Mengal**, Executive Director, **Bio-Based Industries Joint Undertaking (BBI JU)**
- 14:30 **Fireside Chat: The evolving role of the founding team: Science vs. business and how to reconcile them**  
**David Williamson**, Chief Technology Officer, **Modern Meadow, Inc.** w/ **Luke Upton**, **Bio Market Insights**
- 14:45 **Presentation: Rapid process prototyping and product commercialization through public-private partnership**  
**Blake Simmons**, Chief Science and Technology Officer for the Joint Bioenergy Institute and the Division Director for Biological Systems and Engineering, **LBNL**
- 15:00 **Presentation: Scaling up dawn technology: Creating value through an ecosystem of partners across the entire value chain**  
**Zanna McFerson**, Managing Director, **Renewable Chemistries, Avantium.**
- 15:15 **PANEL: Analysing the risk vs. the opportunity of first mover advantage and how to capitalise**  
**Philippe Mengal**, Executive Director, **Bio-Based Industries Joint Undertaking (BBI JU)**  
**David Williamson**, Chief Technology Officer, **Modern Meadow, Inc.**  
**Blake Simmons**, Chief Science and Technology Officer for the Joint Bioenergy Institute and the Division Director for Biological Systems and Engineering, **LBNL**  
**Zanna McFerson**, Managing Director, **Renewable Chemistries, Avantium.**

## SUSTAINABLE BRANDS: PRODUCT BIODEGRADABILITY & RECYCLING

Moderator: **Jo Anne Shatkin**, Ph.D., President, **Vireo Advisors, LLC**

- 14:15 **Presentation: One frame, one tree – creating the future of sustainable bio based eyewear**  
**Alessandro Lanaro**, CEO, **Modo**
- 14:30 **Presentation: Targeting the right markets: Growth areas for biodegradable and recyclable goods**  
**Silvia ten Houten**, Founder - **GoodHout**
- 14:45 **Presentation: Evaluating options to repurpose or extend product life cycle and reduce environmental impact**  
**Martijn Lopes Cardozo**, CEO, **Black Bear**
- 15:00 **Presentation: Chemical recycling in the context of the circular economy.**  
**Frank Kuijpers**, General Manager Corporate Sustainability, **SABIC**
- 15:15 **PANEL: Bio-based products and the environment: Our obligations to minimise environmental impacts**  
**Marcello Somma**, Director of R&D and Business Development, **FaterSMART**  
**Alessandro Lanaro**, CEO, **Modo**  
**Silvia ten Houten**, Founder, **GoodHout**  
**Martijn Lopes Cardozo**, CEO, **Black Bear**  
**Frank Kuijpers**, General Manager Corporate Sustainability, **SABIC**

## BUILDING A BIO-BASED INDUSTRY: COSMETICS & PERSONAL CARE

Moderator: **Marcel van Berkel**, VP Sugar Delta, **Biobased Delta**

- 14:15 **Presentation: Matching performance and sustainability, the development of a 70% bio-based product**  
**Guillaume Lebert**, Sustainability Senior Scientist, **P&G**
- 14:30 **Presentation: Cosmetics save the ocean: Ultra-green performance ingredients to re-think cosmetics.**  
**Paolo Saettoni**, Head of Cosmetics, **Nanomedical and Smart Material (CNS), Bio-on**
- 14:45 **Presentation: The development of bio-based ranges of specialty ingredients for health and beauty**  
TBC
- 15:00 **Presentation: Silk Unlocked: How a simple protein from nature can be applied for radically improved products**  
**Dr. Greg Altman**, CEO and Co-Founder, **Evolved By Nature**
- 15:15 **PANEL: Opportunities and challenges in developing more sustainable cosmetics and personal care products**  
**Guillaume Lebert**, Sustainability Senior Scientist, **P&G**  
**Paolo Saettoni**, Head of Cosmetics, **Nanomedical and Smart Material (CNS), Bio-On**  
**Dr. Greg Altman**, CEO and Co-Founder, **Evolved By Nature**


## 16:00 Networking Coffee & 1-2-1 Meetings

### 16:30 ROUNDTABLES. ALL ROUNDTABLES WILL TAKE PLACE IN THE MAIN PLENARY ROOM


The below roundtable discussions will take place simultaneously and be repeated twice over the hour. Delegates therefore have the opportunity to participate in two back to back roundtable discussions


Please promptly sit down at the table you are most interested in to begin the discussion. After 30 minutes we will then ask you to move onto your second roundtable.

**Roundtable: Overcoming barriers to sustainable innovation: Policy, market demand, scale-up and value chain risks.**   
Moderator: **Chris Klintworth**, Associate, **SYSTEMIQ**

**Roundtable: Clusters, the key to a well-established national bio-economy**   
Moderator: **Murray McLaughlin**, Advisor, **Bioindustrial Innovation Canada**

**Roundtable: Developing new and novel materials using biology**   
Moderator: **Andy Bass**, Director of Marketing, **Ecovative Design**

**Roundtable: Creating organisational change: looking long-term and securing buy in from top to bottom**   
Moderator: **Claudia Amos**, Technical Director, **Anthesis**

**Roundtable: Bringing a bio-based product to market: Lessons from a real world journey**   
Moderator: **Maria Carcolé**, Business Development Manager, **Neste**

**Roundtable: Shaping the bio-based economy: Fostering innovation and market introductions with standardisation and certification tools**   
Moderator: **Jarno Dakhorst**, Consultant Energy & Biobased economy, **NEN the Netherlands Standardization Institute**

### 17:30 Roundtable Feedback, Closing Remarks, & End of World Bio Markets 2019