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New track and WWF talk added to the leading European industrial biotechnology event, EFIB 2009

EuropaBio and IntertechPira, the organisers of the European Forum for Industrial Biotechnology (EFIB 2009) are proud to announce the new Innovative Biobased Products programme track and presentation of John Kornerup Bang's, WWF Denmark.

The "Innovative Biobased Products" session will replace the OECD workshop planned for the morning on Thursday 22 October 2009 which has been cancelled due to unforeseen circumstances. Presentations at this track will examine **new biobased products that are coming out of the pipeline of innovation, or just entered the market.**

Innovative Biobased Products track line-up:

Jim Stoppert, CEO, SEGETIS, US
Bernard Hasson, Chief Operating Officer, SPECIALCHEM, France
Dirk Den Ouden, Director New Business Development, AVANTIUM, The Netherlands
Mark Bunger, Director of Marketing, LUX RESEARCH, US
James Iademarco, Vice President of Bio-Based Chemicals and Fuels, DSM The Netherlands
Elspeth MacRae, Group Manager BioProduct Development, SCION, New Zealand
Meredith Lloyd Evans, Managing Director, BIOBRIDGE, UK

Another exciting addition to the EFIB 2009 agenda is the presentation from **John Kornerup Bang, Head of Globalisation Programme, WWF Denmark**. Mr. Bang will discuss WWF's recent report on industrial biotechnology and biobased products, published on 18 September 2009.

John Kornerup Bang said: *"Low carbon biotech solutions are a good example of hidden or invisible climate solutions that are all around us already today but are easy to overlook for policymakers, investors and companies."* He continued: *"Politicians need to set the path toward a green economy. This will not be easy, and we must look for new solutions, which can help us reduce emissions very quickly. It is clear that there is no alternative to explore these innovative pathways."*

With these and another 39 presentations, various panel debates, more than 20 exhibitors and over 200 attendees confirmed at this stage, EFIB 2009 is the most notable learning and networking platform for the white biotechnology industry in Europe.

Various adjoining events, supporting EFIB 2009, will take place in Lisbon during the same week. With introductory workshops on technical and commercial issues, **APBio's 4th annual Biomeet** being held on Monday, 19 October, the **Lead Markets Initiative Biobased Products Ad-hoc Advisory Group meeting** and a **FP7 Brokerage Event** staged on Tuesday, the **ERA-Net Industrial Biotechnology meeting** and the **BIOCANT Site Visit** on Friday 23 October, Lisbon will become the ultimate *white biotechnology city* for a week.



About EFIB 2009

Staged at the **SANA Lisboa Hotel, Lisbon, Portugal on 20 – 22 October 2009**, **EFIB 2009** will deliver 2 plenary sessions, 2 times 3 parallel tracks and 2 pre-conference workshops as well as an exhibition.

The complete agenda is available for download from the conference's official website www.efibforum.com.

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