

15-16 MARCH 2010, RAI CONGRESS CENTRE, AMSTERDAM

# bio refineries & bio-based products

Co-located with:  
**World biofuels**  
MARKETS

## Keynote addresses from:



**Jacqueline Cramer**, Minister of Housing, Spatial Planning and the Environment, The Netherlands



**Dr. Gro Harlem Brundtland**, former Prime Minister of Norway, former Head of the World Health Organisation, UN Special Envoy and a member of the Elders



**Professor Suani Coelho**, Executive Director, CENBIO



**Ruud Lubbers**, Former Prime Minister of the Netherlands



**Karl Watkin MBE**, a bioenergy pioneer and serial entrepreneur: founder of D1 Oils, Helius Energy, Proton Power Systems, Sabien Technology, Zero Emissions Ltd and Biotric plus a former Chair of the UN Foundation's Bioenergy Advisory Board

## Hear from leading pulp, paper, biofuels, agricultural & chemical companies and experts:

- **Dr. Peter Axegard**, Director Division Fibre, Pulp, Energy and Chemicals, **Innventia**
- **Dr. Christophe Rupp Dahlem**, Director of Programmes, **Roquette Freres**
- **Akin Ozkutan**, Bioindustrial Segment Leader, **Cargill**
- **Dr. Annita Westenbroek**, Program Manager, **Kenniscentrum Papier en Karton**
- **Dr. Stephan Freyer**, Process Engineering, Chemicals Research & Engineering, **BASF**
- **K'Lynne Johnson**, Chief Executive Officer, **Elevance Renewable Sciences**
- **Dr. Klaus Neumann**, Vice President, Business Development, **Borregaard Industries**
- **Veronique Hervouet**, Chair, **European Biofuels Technology Platform**
- **Dr. Srinivas Kilambi**, President & Chief Executive Officer, **Sriya Innovations**
- **Clas Engstrom**, Chief Executive Officer, **Processum Biorefinery Initiative**
- **Dr. Hans Reith**, BIOSYNERGY Project Coordinator, **Energy Research Centre of the Netherlands**
- **Dr. Roel Bol**, Programme Director, Bio-Based Economy, **Ministry Agriculture, Nature and Food Quality**
- **Dr. René van Ree**, Programme Co-ordinator Biorefinery, **Wageningen University and Research Centre**

## Key reasons to attend Biorefineries & Bio-Based Products

- Benefit from **insights** into how your **competitors** and peers are starting to make more of biomass
- Learn how to make and develop successful **collaborations** to access **new revenue streams**
- Examine the latest **technology platforms** and how to implement them to **valorise** side streams
- Hear innovations in **biochemical & thermochemical conversions** and **pre-treatment** strategies to open up **industrial-scale** production of new bio-based entities
- Explore the **market potential** for bio-based products and benefit from industry **case studies** on how to make them a **commercial success**
- Debate current and future **policy** issues and discover how these will have an impact on your strategy and research
- Don't miss **unparalleled networking** as part of the WBM congress: meet with **1000+ attendees** and **100+ exhibitors** from across the full bio-value chain!

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# bio**refineries** & bio-based products

The Biorefineries and Bio-Based Products Congress and Exhibition will bring together, for the first time, all in the bio-value chain from biomass processors to the chemicals industry to identify new opportunities in the processing, conversion and commercialisation of biomass and bio-based substances.

Through a series of insightful case studies, interactive panel discussions and in depth market analysis, get all your questions answered by the leading expert panel:

- ✓ What are the options for your company to enhance the use of available biomass?
- ✓ What collaborations and consortia are out there, how can you get involved and what do you stand to gain?
- ✓ How can you work more efficiently with biomass in-house without the use of external partners?
- ✓ What technology platforms are available to process new product streams?
- ✓ What developments have there been in the biochemical and thermochemical conversion of biomass to produce and transform new chemical intermediates and how can these be scaled up?
- ✓ What does the market look like for bio-based products and is now a good time to get involved?
- ✓ Where can you make the most money?
- ✓ What steps do you need to take and data do you need to provide to market a bio-based product and what would other companies have done differently in the production of theirs?

## Attend the plenary keynote session



**Jacqueline Cramer**, Minister of Housing, Spatial Planning and the Environment, The Netherlands



**Dr. Gro Harlem Brundtland**, former Prime Minister of Norway, former Head of the World Health Organisation, UN Special Envoy and a member of the Elders



**Professor Suani Coelho**, Executive Director, CENBIO



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**Karl Watkin MBE**, a bioenergy pioneer and serial entrepreneur: founder of **D1 Oils**, **Helius Energy**, **Proton Power Systems**, **Sabien Technology**, **Zero Emissions Ltd** and **Biotric** plus a former Chair of the **UN Foundation's Bioenergy Advisory Board**

*"Great organisation, comprehensive approach to topic, excellent choice of speakers"* - Energospektar

## Who will you meet?

Network with decision makers from across the global bio value chain

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| ✓ Pulp and Paper Mills               | ✓ Leading Academic Research Centres |
| ✓ Sugar, Starch & Oilseed Processors | ✓ Technology Platform Developers    |
| ✓ Paper and Board Companies          | ✓ Engineering Companies             |
| ✓ Biofuels Producers                 | ✓ Governmental Bodies               |
| ✓ Chemical Companies                 | ✓ Biorefinery Consortia             |
| ✓ Bioplastics Producers              | ✓ Industry Task Forces              |
| ✓ Policy-Makers and Influencers      | ✓ Consultants                       |

*"The quality of the attendees perpetually elevate this event against all others"*

- Inspectorate International

## Previous attending companies include:

Abengoa • ADM • AzkoNobel • BASF • Belgium BioPackaging • British Sugar • BP • Bunge • Cargill • Chemrec • Chevron • ConocoPhillips • Daily Bread • Degussa • Desmet Ballestra • Dow • DSM • DuPont • EuropaBio • European Commission • Exxon Mobil • Iogen • Kraft Foods • Lignol • McKinsey • National Non Food Crops Centre • NatureWorks • Neste Oil • Nexant ChemSystems • Novamont • Novozymes • Petrobras • Phytowelt • Poet • Poyry • Purac • Rohm & Haas • Royal Nedalco • Segetis • Sekab • SenterNovem • Shell • Solazyme • Solvay • Stora Enso • Syngenta • Tata Chemicals • Tate & Lyle • Total • Tyson Foods • Uhde Inventa Fisher • Unilever • UPM Kymmene • USDA

## Plus don't miss...

Held alongside the **World Biofuels Markets Congress**, take advantage of the opportunity to tour around and exhibit at the expansive trade show at Amsterdam's RAI congress centre. With **100+ exhibitors** and **1000+ attendees** expected to be visit in 2010, the congress is the place to meet the who's who of the bio-value chain

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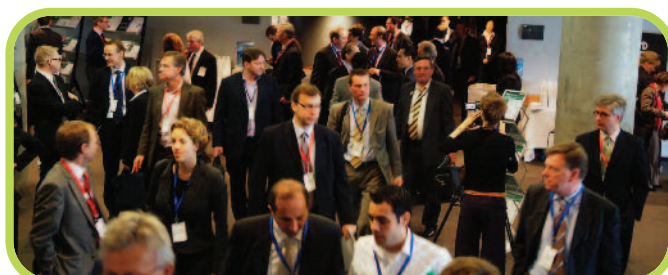
## Day One: Monday 15th March 2010

- 08.30 Registration
- 09.00 Chair's Opening Remarks  
**Dr. Peter Axegard**, *Director Division Fibre, Pulp, Energy and Chemicals*,  
**Innventia**
- 09.10 **Opportunities for industrial sectors in biorefineries and bio-based products**
- Insight into each industry's current efforts by representatives from sugar & starch companies; pulp and paper mills; biofuels producers; paper and board companies; chemicals industry
  - What is the future for each sector?
  - What barriers and objections remain?
  - Discussion of how sectors can work together to produce synergies
- SUGAR & STARCH PROCESSORS**  
**Dr. Christophe Rupp Dahlem**, *Director of Programmes*,  
**Roquette Freres**
- PULP & PAPER MILLS**  
**Dr. Klaus Neumann**, *Vice President, Business Development*,  
**Borregaard Industries**
- BIOFUELS PRODUCERS**  
**Lutz Guderjahn**, *Chief Operating Officer*,  
**Crop Energy**
- PAPER & BOARD COMPANIES**  
**Dr. Annita Westenbroek**, *Program Manager*,  
**Kenniscentrum Papier en Karton**
- CHEMICALS SECTOR**  
**Dr. Stephan Freyer**, *Process Engineering, Chemicals Research & Engineering*,  
**BASF**
- THE EPC PERSPECTIVE**  
**Dr. Petri Vasara**, *Principal*,  
**Pöyry Management Consulting**
- 11.10 Networking Refreshment Break & Exhibition Viewing
- 11.40 **The definition and status of biorefineries**
- What truly is a biorefinery and is the term more than a buzz word?
  - What classification systems are in existence and how useful are they?
  - Which industries and companies are getting involved?
  - What trends are being observed internationally in biorefineries?
  - To what degree is full integration possible and what examples of this are there?
  - What timelines are predicted for the future?
- Dr. René van Ree**, *Programme Co-ordinator Biorefinery*,  
**Wageningen University and Research Centre**  
**Christophe Luguel**, *Head of International Affairs*,  
**Industries & Agro-Resources Competitiveness Cluster**  
& *Coordinator, Biorefinery Euroview Project*  
**Dr. Birgit Kamm**, *Scientific Director*,  
**Research Institute Biopos**  
**Prof. Wim Soetaert**, *Head of Centre of Expertise - Industrial Biotechnology and Biocatalysis*,  
**Ghent University**

- 13.15 Networking Lunch & Exhibition Viewing
- 14.30 **Integrated biorefineries: Examination of single-handed and collaborative efforts**
- Case study of a single company effectively producing multiple products
  - Examination of biorefinery clusters in Europe
  - Developing successful partnerships
  - Rationale behind selection of going along vs partnership vs multiple company collaboration
  - Technical, scientific and legal aspects of different forms of integration
  - Examination of the successes and pitfalls of each example
  - Consideration of the commercial potential of integrated biorefineries and the timelines to full industrial production
- Cargill: Industrial markets meet the world of agriculture**  
**Akin Ozkutan**, *Bioindustrial Segment Leader*,  
**Cargill**
- The Neste Oil/ Stora Enso partnership**  
**Mikael Hannus**, *Vice President, Bioenergy & Biorefinery*,  
**Stora Enso**
- The Biorefinery of the Future - Expanding the Biorefinery Cluster in the north of Sweden**  
**Clas Engstrom**, *Chief Executive Officer*,  
**Processum Biorefinery Initiative**
- Development of lignocellulose biorefinery for co-production of chemicals, fuels, electricity and heat. Overview and results of the IP BIOSYNERGY**  
**Dr. Hans Reith**, *BIOSYNERGY Project Coordinator*,  
**Energy Research Centre of the Netherlands**
- The Biolsoprene Biorefinery**  
**Dr. Richard J. LaDuca**, *Senior Director Business Development*,  
**Genencor**
- 16.15 Networking Refreshment Break & Exhibition Viewing
- 16.45 **Ready-made bolt on platforms to maximize the use of biomass**
- Explanation of innovative technology platforms in development
  - Discussion of their applications to different production facilities and the benefits they can afford
  - Consideration of the ease of implementation and the scale of production
  - New product streams available
  - Exploration of industrial examples
- Biomass conversion to sugars in seconds using nano-technology**  
**Dr. Srinivas Kilambi**, *President & Chief Executive Officer*,  
**Sriya Innovations**
- INEOS Bio technology - efficient use of biomass resources**  
**Graham Rice**, *External Relations & Development Manager*,  
**Ineos Bio**
- 17.30 Closing remarks from the Chair  
**Dr. Peter Axegard**, *Director Division Fibre, Pulp, Energy and Chemicals*,  
**Innventia**
- 17.40 End of Conference Day One & Networking Cocktail Reception

### Enhanced delegate networking

Gain maximum value from your participation at Biorefineries and Bio-Based Products by using the online networking system. All pre-registered speakers and guests can contact each other, organize meetings and network before, during and after the event using this easy to use, private networking system. For more information, please visit [www.greenpowerconferences.com](http://www.greenpowerconferences.com)







## Day Two: Tuesday 16th March 2010

- 09.00 **World Biofuels Markets Keynote Session: Towards a sustainable Bio Economy**
- Delegates will join the World Biofuels Markets keynote session, which will bring together global leaders to share their insight into the changing world and give a view on to what extent bioenergy and bio-based products can replace fossil fuels in a sustainable global economy.
- Keynote speakers:**
- Jacqueline Cramer, **Minister of Housing, Spatial Planning and the Environment, The Netherlands**
- Dr. Gro Harlem Brundtland, **former Prime Minister of Norway, former Head of the World Health Organisation, UN Special Envoy and a member of the Elders**
- Professor Suani Coelho, **Executive Director, CENBIO**
- Ruud Lubbers, **Former Prime Minister of the Netherlands**
- Karl Watkin MBE, **a bioenergy pioneer and serial entrepreneur: founder of D1 Oils, Helius Energy, Proton Power Systems, Sabien Technology, Zero Emissions Ltd and Biotric plus a former Chair of the UN Foundation's Bioenergy Advisory Board**
- 10.45 Networking Refreshment Break & Exhibition Viewing
- 11.15 Opening Remarks from the Session Chair  
Véronique Hervouet, **Chair of the Steering Committee, European Biofuels Technology Platform**
- 11.25 **Developments in the pre-treatment and biochemical & thermochemical conversion of biomass**
- Examination of the types of structures resulting from typical operations
  - Emerging pre-treatment strategies
  - Novel thermochemical conversions
  - Innovative biochemical conversions
  - Consideration of the scale -up and efficiencies of processes and appropriate technologies
- Valorisation of hemicelluloses in the surfactant industry**  
Dr. Boris Estrine, **Head of Chemistry & Evaluation Department, Agro Industrie Recherche et Developpements**
- Innovative thermochemical conversion of biomass**  
Dr. Paul de Wild, **Senior scientist thermochemical processing of biomass, Energy Research Centre of the Netherlands**
- 12.15 Networking Lunch Break & Exhibition Viewing

- 13.45 **The market potential and successful commercialisation of bio-based products**
- The examination of current markets including those for bioplastics and biolubricants
  - How can you generate a value chain for your product?
  - What product assessments must be done and when?
  - How can you market the product responsibly?
  - How can you effectively compete with fossil fuel alternatives?
  - What common mistakes are made by the industry?
  - What are customer perceptions and how are they changing?
- Green chemicals: Transforming markets with new building blocks**  
K'Lynne Johnson, **Chief Executive Officer, Elevance Renewable Sciences**
- The growing market for biolubricants**  
Robert Outram, **Global Programme Manager - Speciality Chemicals, Frost & Sullivan**
- Experienced biorefineries yielding sustainable products based on crude tall oil**  
Jonathan Lowe, **Commercial Director, EMEA, Arizona Chemical**
- Experience at Novagreen**  
Larry Donovan, **President EXL Refining, Novagreen**
- Present and future development in plastics from biomass**  
Li Shen, **Group Science, Technology and Society, Utrecht University**
- 15.45 Networking Refreshment Break & Exhibition Viewing
- 16.15 **Policy and attitudes affecting biorefineries and bio-based products**
- Identification of the major policies and governing bodies relating to bio-based products
  - Comparison of different geographical regions
  - Discussion of the need for modification of policy to remove current barriers in the development and commercialisation of bio-based products
  - Exploration of the attitudes of different industries and consumers in the field
  - How will the economy have to change to realise the full potential of a biorefinery and bio-based products?
- Dr. Roel Bol, Programme Director, Bio-based economy, Ministry Agriculture, Nature and Food Quality**
- Piero Venturi, Directorate Agriculture, Food and Biotechnologies, European Commission**
- Johan Elvnert, Project Officer, European Forest-Based Sector Technology Platform**
- Dr. Markku Karlsson, Senior Vice President, Technology, UPM-Kymmene**
- 17.45 Closing Remarks from the Chair  
Véronique Hervouet, **Chair of the Steering Committee, European Biofuels Technology Platform**
- 17.55 End of Biorefineries & Bio-Based Products Conference & Networking Drinks

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Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 10,000 delegates from 92 countries and built a global database of 400,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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Green Power Conferences consistently works in strategic partnerships with industry leading organisations and trade publications. Our international and targeted marketing campaigns ensure excellent marketing exposure for our partners. If you would like to partner with us, please contact Caroline Bissell: caroline.bissell@greenpowerconferences.com

# Maximise your marketing budget at Biorefineries & Bio-Based Products

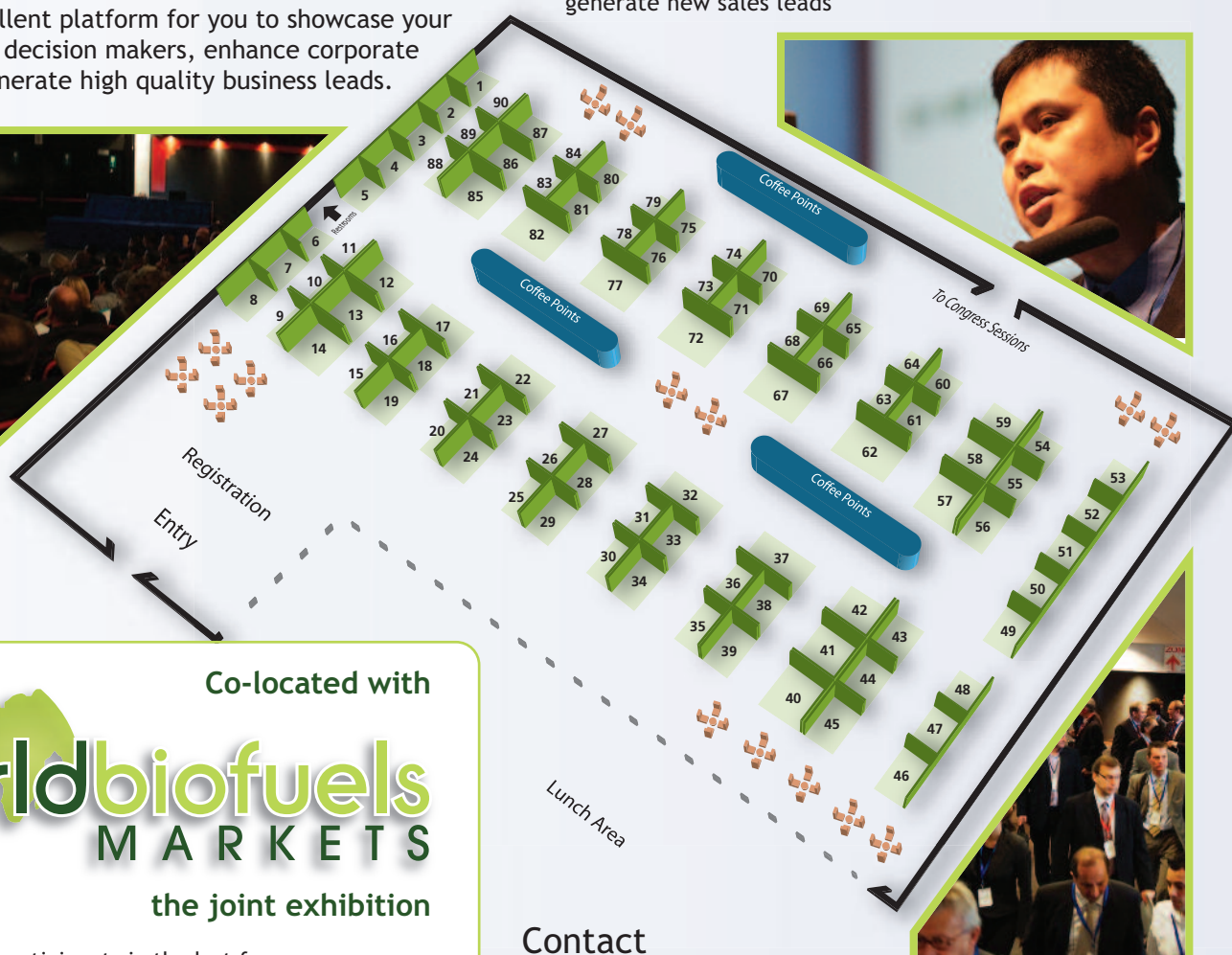
Bringing together the whole spectrum of industries working within the handling and processing of biomass, Biorefineries and Bio-Based Products provides a unique opportunity to reach new business partners. With the exhibition hall co-located with World Biofuels Markets (WBM), your company will benefit from all parts of the bio-value chain offering even greater chances to make new business leads.

**Sponsorship opportunities** are now available and provide access to strategic marketing, networking and media opportunities

**Exhibiting** at Biorefineries & Bio-Based Products will provide an excellent platform for you to showcase your solutions to key decision makers, enhance corporate visibility and generate high quality business leads.

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- 1st class lead generation: meet companies actively working across multiple bio-based sectors
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MARKETS

the joint exhibition

- Over 4,500 participants in the last four years
- Over 1300 participants expected in 2010
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- Over 100 companies are expected to exhibit in 2010
- Industry leading speaker panel
- Over 80% of participants of director level or above

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**Paul Shearer**  
for further details  
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