EU Cluster Policy Learning and Matchmaking Event

Roadmap Phytopharma Value Chain Report

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Project co-funded by European Union funds (ERDF, IPA)
Importance of Phytopharma VC

The world market is worth about € 250 bn

Annual growth of the market is about 7%

Danube region – Phytopharma numbers:

- 1,5 mill employees
- 30% of all related jobs in EU
- 42,9% of related firms in EU
- excellent clusters
- Gazelles
- Natural lifestyles trend
- Innovation potentials

Source: Euromonitor International (2017)
Phytopharma is comprised of “health-related products derived from plant sources”.

These include:

– bio-active ingredients for pharmaceutical grade medicines
– natural herbal medicines
– cosmetics
– cosmeceuticals
– nutraceuticals
– nutritional supplements
– similar health-related natural products
DanuBioValNet Phytopharma industry and value chain

Data from A, BW, CZ, SI, SR

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## Overview of Main Identified Gaps, Missing Links, Opportunities

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<th>Visibility of Phytopharma</th>
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<td>Mismatch in industry/academia communication and cooperation</td>
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<td>Sustainability: balancing economy, environment and social issues, holistic approach</td>
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Pilot action - Central Danube-wide “Contact point”:
- knowledge/exchange platform
- technology offer and request
- cooperation along the value chain.

3T Digital phytopharma ecosystem

• Vertically integrated value chains transformed into knowledge-intensive networks
• Information secured by the blockchain technology
• Quality control integrated in the system
• Transparency of data improves the visibility of smaller companies with competing products.
• Enables to build new networks
• Find trusted partners

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We need to develop sustainable bio-economic structures