

Press release – Halle (Saale), 15/05/2018

International marketing opportunities in the Bioeconomy – from Saxony-Anhalt into the wider world

Selected members of the BioEconomy Cluster will travel to Boston, USA from June 2 to 5, 2018 as part of an acquisition trip. Owing to the companies and institutes located in the regions around Boston, New York and Philadelphia, the sector focus of this trip will be on life science, biotechnology, bioeconomy & ICT. A visit to the BIO International Convention is also planned, as are visits to universities, companies and other institutions. It is hoped that the trip from the Ministry of Economics, Science and Digitization of Saxony-Anhalt, headed by the Minister of Economics, Science and Digitization, Prof. Armin Willingmann, will lead to the development and expansion of trade relations and the deepening of partnerships between scientific institutions. The delegation trip is organized by the Saxony-Anhalt Investment and Marketing Corporation (IMG). Further information on the delegation trip to Boston and its itinerary can be obtained from the BioEconomy Cluster or the IMG.

Marketable innovations through B2B Brokerage Event

Another opportunity to present and network marketable innovations internationally is provided by the 7th International Bioeconomy Conference. For example, on the second conference day, June 7, 2018, from 1.30 pm, there will be the opportunity to participate in the B2B Brokerage event. The Brokerage event is being put on free of charge by the EU project BioLinX and will be held at the Leopoldina in Halle, Germany. Scholars, SMEs and large companies will have the opportunity to connect their search for new products, services or investments with partners from the European Bioeconomy. The aim is to turn ideas into marketable innovations through joint research efforts and corporate partnerships. Fittingly, the 4th session with Dr. Joachim Schulze, chairman of the BioEconomy Cluster and managing director of EW Biotech GmbH, will take place directly ahead of this. The topic will be the successful placement of biotechnology and bioeconomic products on the market. Registration for the B2B Brokerage Event began on May 14. Every conference visitor can participate free of charge by registering here: biolinx1.ascrion.com

7th International Bioeconomy Conference 2018

With the slogan “Bio meets Economy – Science meets Industry”, the BioEconomy Cluster Central Germany and the ScienceCampus Halle invite participants to come to Halle from June 6 – 7, 2018. The conference is one of the most important dates in the national bioeconomy calendar and every year it brings together many renowned international scientists, bioeconomy stakeholders and political representatives. Participants receive insight into the opportunities and potentials of the bioeconomy, especially in the region of

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The Cluster BioEconomy and the Leibniz-ScienceCampus Halle – plant-based bioeconomy are two associations whose stakeholders are working on the basics of the bio-based economy. Both not only are situated in the German Federal State Saxony-Anhalt, but are direct neighbors on the WeinbergCampus of the city of Halle/Saale.

In the Cluster BioEconomy industrial partners and research institutions are working on bio-based value chains based on renewable raw materials. The ScienceCampus mainly is working on a bio-economic basic research for agriculture.

The BioEconomy Cluster Central Germany and the ScienceCampus Halle are organizing together the 7th International Bioeconomy Conference in Halle from June 6–7, 2018. The motto of the conference will be “Bio meets Economy – Science meets Industry”.

Central Germany. It will have an international flair this year thanks to its partner region Scandinavia, with experts from Norway, Denmark, Sweden and Finland.

The 7th International Bioeconomy Conference will take place on June 6 and 7, 2018 at the Leopoldina in Halle (Saale). Find out more at: <https://www.bioeconomy-conference.de>. Sign up to the conference and the partnering event until May 22, 2018 at <https://www.bioeconomy-conference.de/index.php?id=5>.

The contact person for the delegation trip to the USA and also for the 7th International Bioeconomy Conference is Ms. Anne-Karen Beck.

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