

## **PRESS RELEASE**

### **Biotech industry welcomes European Commission's communication on European Lead Market Initiative**

**Brussels, 07 January 2008**

The European biotech industry welcomes the European Commission's communication on the European Lead Market Initiative. The biotech industry particularly welcomes the important support this Communication gives to the Lead Market Initiative in the area of bio-based products, such as enzymes, biochemicals such as bio-based building-blocks or bioplastics. By developing support policies and measures that will stimulate the demand for these products, this new policy will encourage innovation for bio-based products by transforming knowledge into new bioproducts and bioprocesses.

Over the last two years the biotech industry has supported the European Commission to work out a set of concrete steps to realise the vision of a Knowledge-Based Bio-Economy (KBBE), where biotechnology's new, clean, energy-efficient processes and innovative biobased products create a sustainable industrial base to ensure Europe's future prosperity. EuropaBio's "Industrial Biotechnology Policy Agenda for Europe" (1) produced an outline of policy recommendations to develop a competitive KBBE in Europe, but recognized that in order for these recommendations to be implemented, political support was needed.

"This Lead Market Initiative is the first step in the process of active political support and incentives that will help Europe reap the full benefits of the knowledge based bio-economy. We are pleased that the Commission has adopted an integrated approach bringing together all the major policy areas - such as research and innovation, environment, agriculture, industry, transport and energy - to develop a common action plan in this area. We encourage the Commission and the Member States to follow-up this Communication with concrete actions to provide full benefits and increased competitiveness for the European market." said Ian Hudson, President - DuPont Europe, Middle East & Africa and Chair of EuropaBio's Industrial Biotech Council.

Developing an innovation driven economy is at the core of the Lisbon partnership for growth and jobs. The Lead Market Initiative for bio-based products presented in the Communication is aimed at creating dynamic market conditions which allow industry to develop lead markets in Europe as a means to accelerate the Lisbon Strategy. Encouraging public procurement for bio-based products, stimulating the demand via standards, developing an information and communication campaign explaining the benefits of these products, and looking for specific financial support for the establishment of biorefinery pilot and demonstration plants will certainly stimulate the development, production and uptake of bio-based products in Europe.

"We need to make sure that we develop a coherent, coordinated and comprehensive overall policy framework supporting the development of bio-based product markets. If policy makers get it right, bio-based products and biotechnology can be the key which unlocks the door to an environmental and economical sustainable future for Europe. The objectives of the Lisbon agenda are still within reach" said Johan Vanhemelrijck, Secretary General of EuropaBio.

**ENDS**

**NOTES TO EDITORS**

The Commission Website on the Lead Market Initiative:  
<http://ec.europa.eu/enterprise/leadmarket/leadmarket.htm>

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(1) [http://www.europabio.org/TPWhite/policy\\_agenda\\_web.pdf](http://www.europabio.org/TPWhite/policy_agenda_web.pdf)

**About EuropaBio**

EuropaBio is the European Association for Bioindustries, solely and uniquely bringing together bioscience companies from all fields of research and development, testing, manufacturing and distribution of biotechnology products. It has 84 corporate members operating worldwide, 8 associate members, 6 BioRegions and 25 national biotechnology associations representing some 1800 small and medium sized enterprises involved in research.

<http://www.europabio.org>

**About Industrial Biotechnology**

Industrial Biotechnology, in Europe also known as White Biotechnology, is the modern use and application of biotechnology for the sustainable processing and production of chemicals, materials and fuels. Biotechnological processing uses enzymes, micro-organisms and plants to make products in a wide range of industrial sectors including chemicals, pharmaceuticals, food and feed, paper and pulp, textiles, energy, materials and polymers. Mankind has already benefited from biotech for a long time, but with the evolution of new technologies and a much deeper understanding of cell metabolism and materials science, many new opportunities have been identified, and others are continuing to emerge.