

# Connecting the international bio-based value chain

*Industry connectivity and collaboration is key if we are to  
accelerate the transition to a bio-based economy*



# PAUL MACDONALD

PARTNER & CHIEF COMMUNITY OFFICER

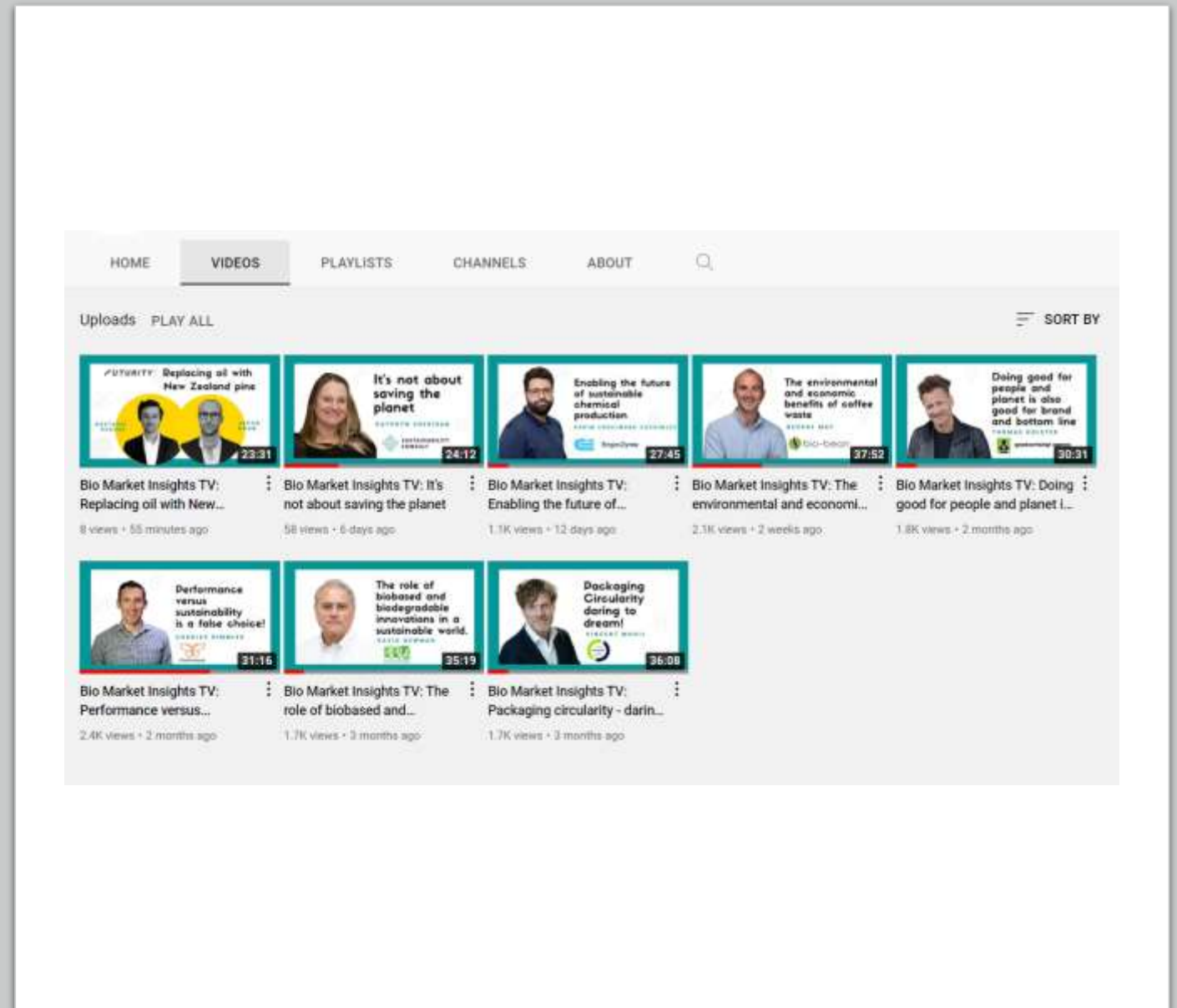
- 25 years in the global B2B exhibition, conference and awards industry.
- MD of the worlds biggest portfolio of packaging events.
- Passionate about connecting people and planetary protection.
- One of the new owners of Bio Market Insights.



# BIO MARKET INSIGHTS

- Daily news
- Weekly newsletter (15K)
- Insights
  - Original feature stories
  - BMI TV
- Digital meeting service
  - World Bio Market Meetup
- In-person events

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# THE IMPORTANCE OF CONNECTIVITY & COLLABORATION

1. Improved value chain connectivity = accelerated adoption of bio-based practices = slow down climate change
2. Technology brings down boundaries
3. Collaboration over competition
4. Imperative when
  - There is no silver bullet
  - Operating in a confusing sector

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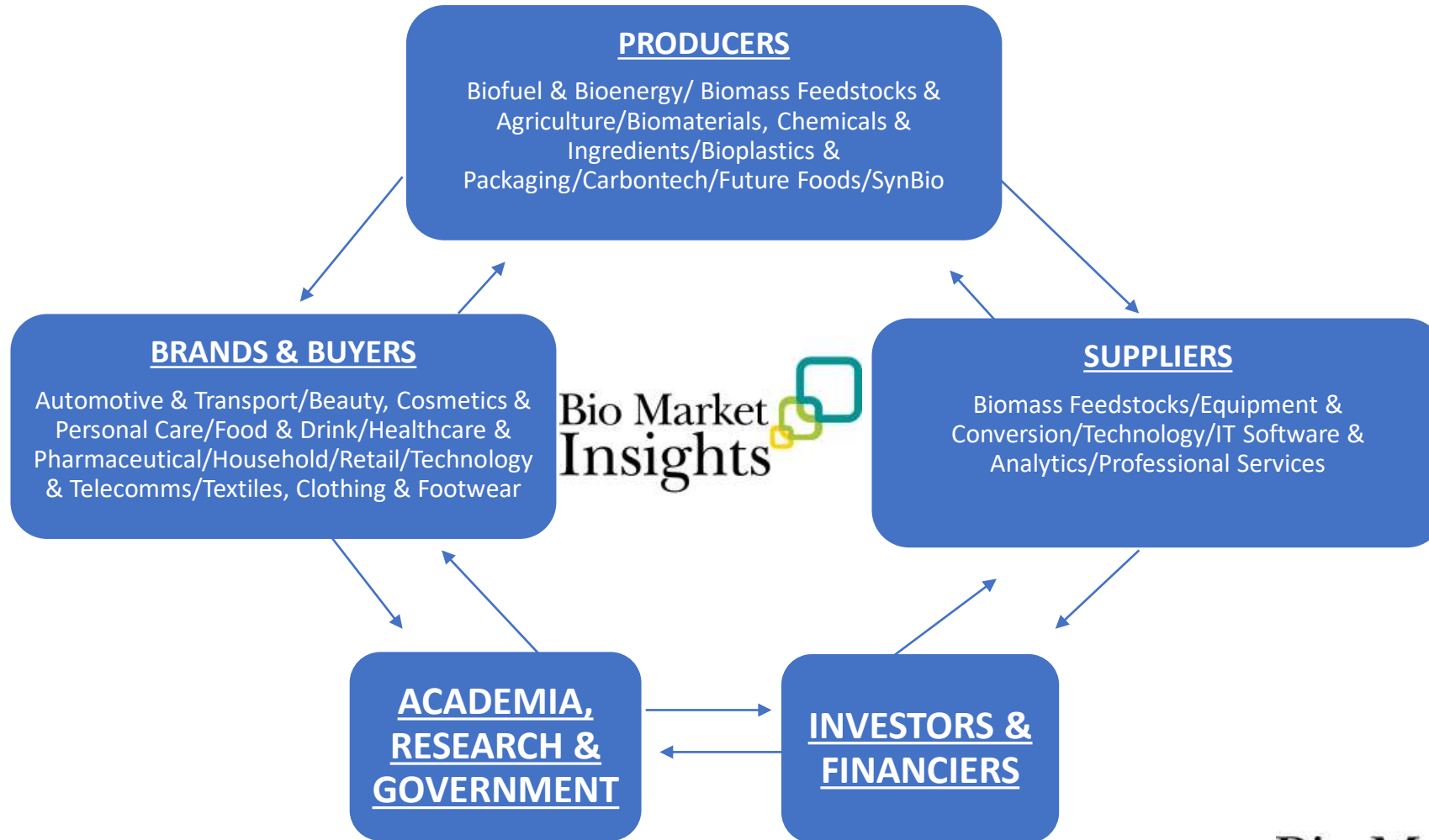
100+ Accelerator works to propel sustainable innovation and  
**transform global supply chains toward a greener future. Let's work together!**

accelerator  
100+

ABInBev COLGATE-PALMOLIVE Coca-Cola Unilever

The image shows a promotional banner for 'Accelerator 100+'. The top part is a red banner with white text and three white plus signs. Below the banner is a group photo of diverse people. At the bottom, there are logos for ABInBev, Colgate-Palmolive, Coca-Cola, and Unilever.

# THE BMI COMMUNITY



# WORLD BIO MARKET MEETUP

- Digital meeting service
- 10 free pre scheduled 1-2-1 digital meetings with anyone anywhere in the world
- Over 400 people registered
- Hundreds of exploratory meetings over 48 hours
- Cost effective, environmentally friendly, time efficient & flexible

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The screenshot displays a user interface for a digital meeting service. At the top, a yellow banner contains a network icon and the text: "We highly recommend the below profiles based on your interests and activity. Irrelevant recommendations? Simply 'Archive' the profile so that we understand and recommend better." To the right of this text is a button labeled "Update Interests". Below the banner, four profile cards are shown in a 2x2 grid. Each card features a profile picture, name, and title. The top-left card is for Martina McKnight, Director at Corbion, with a "Audience" tag. Below her name are three icons: a star for "Bookmark", a person with a plus sign for "Meet", and an eye with a slash for "Archive". Underneath these icons are four yellow tags: "Europe", "North America", "South America", and "Asia". Below the tags is the text "People similar to you are interested in this profile." The top-right card is for Hazal Ustundag, Sustainability Director at Firmenich, also with a "Audience" tag and similar icons. Below her tags is the text "People similar to you are interested in this profile." The bottom-left card is for Pierre Basuyaux, Sales Manager Europe & Asia at Leaf, with a "Audience" tag. Below his name are three icons and five yellow tags: "Australasia", "Academia, Research, Trade Associat...", and "Middle East". Below the tags is the text "People similar to you are interested in this profile." The bottom-right card is for Richard Pitts, Principal at Miramar, with a "Audience" tag. Below his name are three icons and five yellow tags: "Middle East", "Europe", "Africa", "North America", and "United Kingdom". Below the tags is the text "People similar to you are interested in this profile."



# 2022

- Sector specific digital Meetups.
- The exciting return of an in-person event
  - Europe
  - May/June
  - Conference, pre scheduled 1-2-1 meetings, networking and party

*THANK YOU FOR YOUR TIME AND MAY I WISH YOU  
A GREAT REST OF THE CONFERENCE AND I HOPE TO  
SEE YOU ALL IN 2022*