

How can **you** get involved?

Visit our web page for more information on the bio-based products market:
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Eco-Innovation
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Seven countries take part into the Biochem project: UK, Belgium, Finland, Germany, Italy, The Netherlands and Spain.

The Biochem consortium partners include innovation agencies, venture and public funding bodies and programme consultancies.



Putting **SMEs** at the **core** of **bio-innovation**

Partnerships for better
innovation support

What is **Biochem**?

Why should **SMEs invest** into **bio-products**?

Biochem is a Europe-wide programme funded by the European Commission to support companies entering the rapidly emerging market of bio-based products.

Biochem provides a **business support toolbox** that is being tested on **250 selected SMEs** in order to **assess their potential** to enter the bio-based market and to **overcome their barriers to innovation**.

This toolbox includes:

- **bio-based market information**
- **individual audits**, coaching and entrepreneurial teaching classes
- **business planning tools** for SMEs, such as life-cycle methodologies, intellectual property rights strategies and a process for implementing a sustainable business strategy
- a European **online partnering and innovation resources system** to find the right research and business partners, test facilities and experts everywhere in Europe
- an **online private and public funding directory** specifically for bio-based SMEs

Bio-based products represent one of the most promising markets of the coming years: they are the answer to increasing societal expectations and environmental concerns. They have indeed the potential to substitute at lower cost for fossil-based products and can be part of fostering a low-carbon economy with reduced water usage and waste generation.

The European Union currently accounts for about 30% of the global 58 billion euros bio-based products market which is expected to more than treble by 2020.

Expected evolution of the bio-based market in the coming years

	2005	2010	2020
Volume of the new bio-based product markets	€ 58 billion (global) € 17b (EU)	€ 94 billion (global)	€ 188 billion (global)
Jobs dependent on new products (EU)	120.000	190.000	380.000

Source: McKinsey

Opportunities in this field are rapidly growing due to scientific breakthroughs, and Europe is very well placed, in terms of knowledge and industrial activity, to exploit the markets of innovative bio-based products.

Biochem is there to help European SMEs to catch these new business opportunities.

Bio-based products will bring:

- **economic benefits** to companies through costs reduction, and additional revenues thanks to the growing demand for sustainable innovative products
- **environmental benefits** thanks to renewable feedstock and increased process efficiency
- **societal benefits** by creating new jobs and by saving valuable resources for future generations

Key benefits of bio-based products market

