

SCALING UP 2017

Making the Global Bioeconomy Mainstream

MEDIA RELEASE

For immediate release

OTTAWA, Ontario, November 1, 2017 – Leaders in industry, finance, and government will gather in Ottawa November 27 to 29, 2017 for **Scaling Up 2017**, the only conference in Canada dedicated to advancing industrial bio-based solutions to meet the needs of a low-carbon economy.

Many of the products Canadians use on a daily basis—plastic bottles, paint, diapers, cosmetics, electricity and fuels—can all be made from the wastes and residues (biomass) left over from the forestry, marine, and agricultural sectors. Canada produces more than 48 million tonnes of such sustainable biomass every year and stands to capitalize on many of these emerging markets, as well as diversify existing markets for agricultural and forestry companies.

"Canada needs to position itself to be part of this fast growing global market, or else in ten years time, we will just be importing all our bio-based products," says conference Chair Jeff Passmore. "We need to start adding value to Canada's biomass resource."

That value is substantial. The Organisation for Economic Co-operation and Development estimates that the global market for energy, fuels, materials, and chemicals derived from sustainable biomass could reach \$5.8 trillion (USD) by 2030.

Canadian companies are moving in the right direction. Ottawa's own Iogen Corporation successfully exported its cellulosic ethanol technology to Brazilian ethanol giant, Raízen Energia Participacoes S/A in 2015; Ensyn Corporation produces biocrude from forest and agricultural residues at its commercial plant in Renfrew, Ontario; and BioAmber turns corn sugars into bio-succinic acid for personal care products at a plant in Sarnia.

There are obstacles, however. One of the major stumbling blocks to moving pre-commercial biomass pilot projects and facilities—in Canada and abroad—to full-scale commercialization, is project financing. But other challenges include government policy uncertainty, resistance from traditional industries, the regulatory environment, and information gaps. **Scaling Up 2017** will address all of these issues head on.

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