

We are cordially inviting you to attend a **Public Seminar, a part of BDDC – OMAF and MRA – UofG KTT Bioeconomy Seminar Series**, on **June 5, 2013** at **Cutten Fields**, Guelph. Please see the details of the program below. The seminar flyer is attached to this e mail.

Date: June 5, 2013

Time: 1:30 pm - 6 pm followed by a networking reception

1:30 – 2:30 pm	John Williams	<i>How Important is the Bioeconomy</i>
2:30 – 3:30 pm	Manfred Kircher	<i>Bioeconomy Value Chains – Commercial and Technical Options and Challenges</i>
3:30 – 4:30 pm	Robert Fireovid	<i>Status of United-States Government-funded Bioproducts Research</i>
4:30 – 5 pm	Speaker panel, discussion and questions from the audience	
5 – 6 pm	Networking reception	

Location: Cutten Fields, 190 College Avenue East, Guelph, ON

Speaker 1:

Title: **How Important is the Bioeconomy?**

By: **Dr. John Williams**, PhD, CSci CChem MRSC, Head of Materials for Energy & Industry, The National Non-Food Crops Centre – The UK's National Centre for Biorenewable Energy, Fuels and Materials
York, United Kingdom

Biography: John is NNFCC's Head of materials. He is responsible for identifying and directing market and investment opportunities in renewable materials and also the bulk and commodity chemical markets. This involves direct interaction with the global supply chain in, feedstock, manufacture, processing and marketing as well as post use issues in recycling and disposal. The brief requires engagement with investment platforms, multi-national organisations, sme's, academia and government departments John is a chartered chemist and an experienced industrial technical director, having worked extensively in product and process development for both multinational and SME organisations in the adhesives and polymer coatings industries.

John holds a degree in Chemistry and doctorate in polymer chemistry and is a member

of the Royal Society of Chemistry, Institute of Directors, and European Chemical Society.

A keen rugby fan and regularly supports his old club Sale Sharks.

Speaker 2:

Title: **Bioeconomy Value Chains – Commercial and Technical Options and Challenges**

By: **Dr. Manfred Kircher**, PhD, Chairman of the Advisory Board, Cluster Industrial Biotechnology CLIB²⁰²¹
Düsseldorf, Germany

Biography: Dr. Kircher brings along more than 30 years of experience in the field of investments, biotechnology R&D, production and project development. In 1981 he joined Degussa AG and organized microbial strain development in Degussa's first biotechnological R&D department. Since 1993 he was co-building Fermas s.r.o., an international joint venture for amino acid production in Slovakia. After returning to Germany in 1996, Dr. Kircher was director of Degussa's biotechnology project development. From 2001 to 2004, he managed Degussa's investment in the venture-capital bank Burrill&Company in San Francisco (USA). Later he served in Evonik Industries as vice-president biotechnology partnering and branding. In parallel he has built CLIB2021 as chairman of the board since 2007.

Dr. Kircher has been appointed to the council of EuropaBio, the board of SusChem, to bodies of acatech and Fraunhofer and to the Advisory Board of SME as well as public research programs. He has been awarded with the honorary professorship of the Michurinsk State Agrarian University (Russia).

Speaker 3:

Title: **Status of United States Government-funded Bioproducts Research**

By: **Dr. Robert Fireovid**, PhD, National Program Leader – Biobased Products for Industrial Applications, USDA Agricultural Research Service
Maryland, USA

Biography: Bob coordinates research efforts in industrial bioproducts and biorefining conducted by the laboratories of the U.S. Department of Agriculture.

Before joining ARS in 2004, Dr. Fireovid was a Project Manager at the National Institute of Standards and Technology (NIST – part of U.S. Dept. of Commerce) in a program to fund high-risk/high-payback R&D in the private sector.

Bob has been involved in bioenergy and biobased research for over 30 years, starting with his Ph.D. research on the production of bioethanol ('gasohol' back then) from cellulosic biomass. His industrial experience includes research on penicillin fermentation and enzymatic production of semi-synthetic antibiotics (Wyeth Labs), the conversion of lactic acid to acrylics (Corn Products), and fermentation-derived food additives (Hercules).

In addition to a Ph.D. in Chemical Engineering, Bob has an MBA from Northwestern University, and was a business manager at both GE Plastics and Black & Decker.

Hosted by Prof. Amar Mohanty, Director of Bioproducts Discovery and Development Centre (BDDC).

<http://www.bioproductscentre.com/>

Please RSVP to Rachel Campbell Murdy at rachelcm@uoguelph.ca by **May 27**.

PARKING: Free parking is available for the seminar attendees at Cutten Fields.