

## BIOECONOMY CONCEPT TODAY AND TOMORROW

- Final seminar in International Green Chemistry and Bioproduction Educational Programme (VIKEBI)

**Tuesday 8.4.2014, University of Oulu, Saalastinsali, Pentti Kaiteran katu 1**

Organized by International Green Chemistry and Bioproduction Educational Programme (VIKEBI), University of Oulu,  
[www.oulu.fi/vikebi](http://www.oulu.fi/vikebi)

Information and registration by 4.4.2014, [katja.karppinen@oulu.fi](mailto:katja.karppinen@oulu.fi)

### Program

8.15-8.45	<b>Registration and coffee</b>
8.45-9.00	<b>Opening words</b> <i>Taina Pihlajaniemi, Professor, Vice Rector of University of Oulu</i>
	<b>Session 1: Future Visions of Bioeconomy</b>
9.00-9.30	Sustainable growth from bioeconomy – the Finnish bioeconomy strategy <i>Mika Aalto, Head of Division, Strategic Growth Branches, Ministry of Employment and the Economy</i>
9.30-10.00	Bioeconomy - Dream or truth? <i>Tiina Rajala, Development Director, Council of Oulu Region</i>
10.00-10.30	From field to product: The bioindustrial life cycle <i>Hans Söderlund, Chairman of the University of Oulu Board of Directors</i>
	<b>Session 2: Biobased Materials and Markets</b>
10.30-11.00	Green chemistry: Biobased renewable materials <i>Avtar Matharu, Deputy Director of the Green Chemistry Centre, University of York, UK</i>
11.00-12.30	<b>Lunch break + poster exhibition</b>
	<b>Session 2 continues: Biobased Materials and Markets</b>
12.30-13.00	Speeding up innovation through public-private partnership <i>Christine Hagström-Näsi, CEO at Finnish Bioeconomy Cluster, FIBIC Oy</i>
13.00-13.30	Wood procurement from sustainable sources - a key element of wood-based bioeconomy <i>Karoliina Niemi, Senior Adviser, Finnish Forest Industries Federation</i>
13.30-13.45	Bioeconomy Research Community Oulu <i>Juha Tanskanen, University of Oulu</i>
13.45-14.15	<b>Coffee break + poster exhibition</b>
	<b>Session 2 continues: Biobased Materials and Markets</b>
14.15-14.45	High technology biocomposites from forest resources <i>Kristiina Oksman, Professor, Luleå University of Technology, Sweden</i>
14.45-15.00	To Green Markets - Experiences from Lab to Market Course <i>Tuuli Pohjola, M.Sc. in Technology, Student of VIKEBI</i>
15.00-15.45	<b>Panel discussion</b> Esko Kokkonen, Journalist, B.Sc., chairman Hannu Raitio, Project Leader, Natural Resources Institute Finland (General director, METLA) Marjaana Luttinen, Vice President Sustainability, Stora Enso Juha Anttila, Vice President, Technology, Chempolis Ltd Marja Lajunen, Professor, MC-member of VIKEBI, University of Oulu Jouko Niinimäki, Professor, Dean of Faculty of Technology, University of Oulu
15.45-16.00	<b>Closing words</b> <i>Hely Häggman, Professor, VIKEBI-project Leader, University of Oulu</i>