



# 2-3-4 OCT 2018

## BIOMARINE & MYBLUECITY

### The blue Innovation & Investment platform

Launched in 2008, BioMarine has established itself as the only international platform dedicated to innovation & investment in the blue bio economy. After 10 years around the world, BioMarine is settling down in Portugal, launching a brand-new concept built on an ambitious economic vision which strives to support governments, corporations, and entrepreneurs in the implementation of their blue growth strategies, build sustainable businesses within sectors related to marine ingredients, food production, health & nutrition, and energy, as well as encourage the rational use, valorization, and conservation of marine bioresources, of which algae innovation is an integral part.

### BIOMARINE

- 350 CEOs & Investors**
- Thematic Workshops
- Ministry meetings
- 1to1
- 2 VIP networking lunches
- 4 social evening events

[contact@biomarine.org](mailto:contact@biomarine.org)

### MYBLUECITY

**11 districts, 80 demos**  
Contact : [ana.ferreira.bio@gmail.com](mailto:ana.ferreira.bio@gmail.com)

**Pitchings :**  
**12 PhD, 12 SMEs, Blue Regions**

Contact : [rachel.durand.1@ulaval.ca](mailto:rachel.durand.1@ulaval.ca)

### BIOMARINE COMMUNITY

- Online and mobile application**
- Free Sign-Up to interact, share information, create groups within the marine resources community
- Informations about BioMarine and MyBlueCity
- Registrations as BioMarine delegate or MyBlueCity visitor

[www.biomarine.org](http://www.biomarine.org)

# 2018 BioMarine and MyBlueCity Committee



**Ana Paula Vitorino**  
Minister of the Sea  
Portugal



**Carlos Carreiras**  
Mayor of Cascais  
Portugal



**Liliana George**  
CEO, Pure Beauty Concept  
USA



**Bernhard Friess**  
Director, Directorate «Maritime  
Policy and Blue Economy»  
European Commission



**Isabelle de Crémoux**  
CEO  
Seventure Partners  
France



**Øyvind Fyling -Jensen**  
CEO, Nofima  
Norway



**Joao Pedro Azevedo**  
CEO, Amorim Cork Composites  
Portugal



**Helena Vieira**  
Executive Director,  
BlueBio Alliance  
Portugal



**Nikki Putnam**  
Nutrition Solutions  
Specialist, Alltech  
USA



**Vitor Vasconcelos**  
President, CIIMAR  
Portugal



**Lilja Kjalarsdottir**  
Head of R&D, KeyNatura  
Iceland



**Vasco Becker-Weinberg**  
Professor, Faculty of Law,  
Universidade NOVA de Lisboa,  
Portugal

# 2018 Program Highlights

Time	Oct 2nd	October 3rd			October 4th						
		BioMarine		MyBlueCity	BioMarine		MyBlueCity				
8:00 - 8:30		Registrations			Registrations						
8:30 - 9:00											
9:00 - 9:30				Wake up!			Wake up!				
9:30 - 10:00	BioMarine Off Investment Track	BioMarine Off Ministry Pitchings	Innovation workshop 1	WS1	1&1	Innovation workshop 3	1&1	Pitchings Regions/ cities			
10:00 - 10:30				Break					Pitchings Startups		
10:30 - 11:00				WS2						PhD Projects	
11:00 - 11:30				Break							Pitchings Regions/ cities
11:30 - 12:00											
12:00 - 12:30	Intro Keynote & Networking Lunch			Intro Keynote & Networking Lunch							
12:30 - 13:00											
13:00 - 13:30											
13:30 - 14:00	Registrations open		innovation workshop 2	WS3	1 to 1	Innovation workshop 4	1&1	ITV			
14:00 - 14:30		Break		Pitchings Startups							
14:30 - 15:00		Inauguration MyBlueCity							ITV		
15:00 - 15:30										Pitchings Regions/ cities	
15:30 - 16:00	Opening Plenary										
16:00 - 16:30	I Dare You!										
16:30 - 17:00	Panel Discussion			Closing cocktail							
17:00 - 17:30	Panel: Blue investment ready to flow?										
17:30 - 18:00											
18:00 - 18:30											
18:30 - 19:00											
	Welcome Reception Cidadela de Cascais (BioMarine Delegates)	Cascais Reception- Palacio Estoril ( BioMarine Delegates)			BioMarine Afters						



Ingredients & Cosmetics



Marine Pharmaceuticals



Marine biotechnologies



Sustainable Aquaculture and marine co-products



New Algae Production Systems



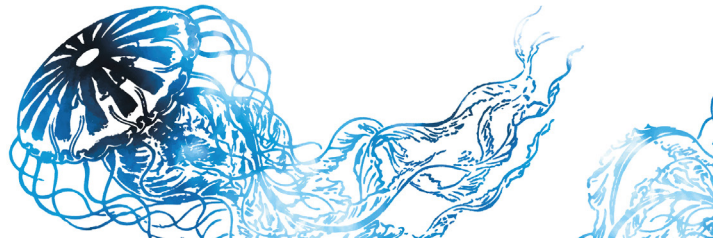
Marine Biodiversity Industrial Use



Marine New Technologies



Consumers & markets



**BioMarine Business convention** is restricted to paying delegates, sponsors, partners and VIPs from the Ministry meeting organized by the Portuguese government. BioMarine includes :

### Country & Ministry pitches

Some ministers will present the blue growth potential of their country to investors and industry representatives. Each session will last for one hour, of which 20 minutes are dedicated to the presentation and 40 minutes for interactions and discussions with the participating delegates. Delegates will be required to register for each pitching session.

### 8 thematic workshops

A moderator and up to 4 experts will discuss during 20 minutes on the key topic before further engaging with the audience for another 40 minutes. Thanks to the new BioMarine community tools and apps, all participants will have access to experts' profile prior the sessions (to gain time).

- o Workshop 1: antifouling
- o Workshop 2: building value from marine ingredients
- o Workshop 3: bio degradable packaging
- o Workshop 4: seaweeds
- o Workshop 5: micro algae
- o Workshop 6: pharmaceuticals
- o Workshop 7: nutraceuticals
- o Workshop 8: carbon capture, bioremediation, seaforestation

### 4 innovative solution-finding workshops

Workshop led by professional moderators. During this three-hour long workshop, industry leaders will be invited to present their business environment, explaining the products they seek to obtain, the innovations they expect to implement, as well as the services they wish to develop. No more than 20 delegates will be selected to participate in this very interactive and innovative session. The group will be required to participate to at least three one-hour sessions and split into smaller groups to discuss and debate before confronting their ideas and solutions in front of the entire group. The trans-sectoral nature of our blue bio-economy will enable each participant to identify transferable innovative technologies to address sector specific challenges.

- o **Track 1:** Health innovation (personal care, hygiene, wound care)
- o **Track 2:** Cosmetics innovation (traceability, biodegradable packaging)
- o **Track 3 :** Biomaterials innovation (aerospace, construction, bioplastics, ink)
- o **Track 4:** ICT innovation (data mining, data modeling, data integration)

### 1 interactive debate

*"Will micro algae be in our plate tomorrow?"*

In connection with our online BioMarine community, we will ask our panel to answer questions while tasting innovative products.

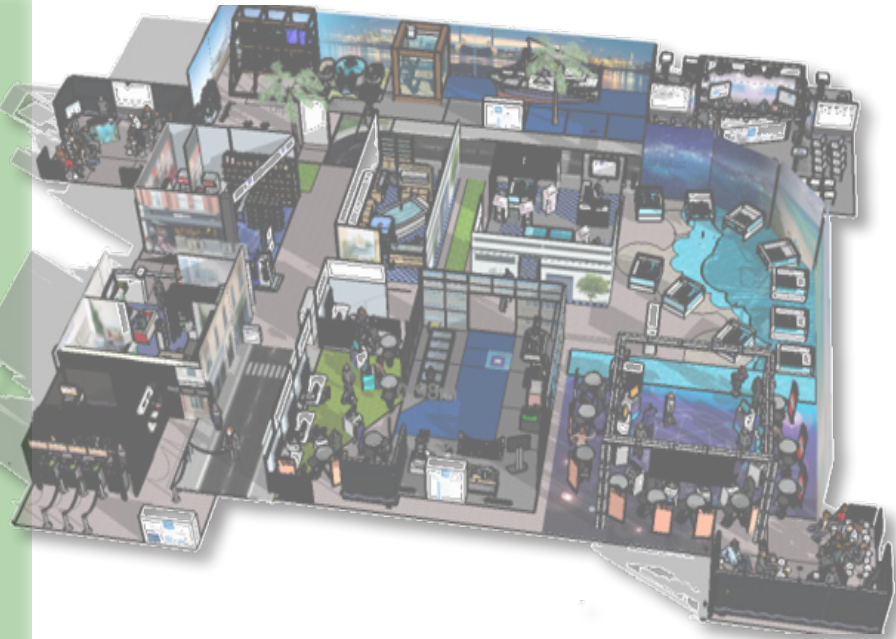
### 1 to 1 pre-scheduled meetings

### Social events

- Welcome Reception, Cidadela de Cascais in presence of Mr President Marcelo Rebelo de Sousa
- Networking thematic lunches introduced by a key note speaker.
- City of Cascais Reception, Hotel Palacio Estoril
- Closing cocktail, Estoril Congress Center
- BioMarine afters', place tbc

# MyBlueCity

MyBlueCity is an immersive thematic exposition organized like a small town with 11 districts so as to raise awareness about the importance of the blue economy around us, enable visitors to witness the variety of blue derived products and engage with different blue stake holders (pharmaceuticals, cosmetics, food, construction, aquaculture, etc). Unlike traditional commercial presentations that you may find in other conferences, demos in MyBlueCity focus on explaining the entire value chain of the product and the different stages of production and conception. The industry can book their demo slots in the district of their choice.



In the heart of *MyBlueCity* we will organize several tracks:

- **Dedicated tours** for BioMarine convention's CEOs: the most relevant demos are selected especially for them and the demo presenters will have to pitch their product or service in less than two minutes.

- Our **partners and sponsors** will be invited to participate to MyBlueCity and showcase their innovative products or services during dedicated time slots.

- **12 PhD projects** will be presented to our audience. The pitch will last for 3 minutes. The selection process has begun online. The students can submit a short introduction video and our committee will choose the best projects.

- **12 SMEs** will be selected to present their business ideas to our BioMarine Jury. The presentation cannot exceed five minutes and will be followed by a five minute Q&A session with the Jury.

- **12 blue countries, regions or cities** will be selected and invited to present their local industries and business environment. The focus of these presentations will be on business attractiveness. The pitch will last for seven minutes, followed by a five minute Q&A session with the Jury. The winner will have the possibility to host a special workshop on business attractiveness during the 2019 BioMarine Convention.