

Invitation to a Press Trip to Baden-Württemberg, June 27 – June 30, 2017

Topic: Bioeconomy in Baden-Württemberg – economy of the future

To whom it may concern,

Bioeconomy is gaining importance worldwide. With the world population approaching 9 billion by 2050 and finite natural resources, Europe needs renewable biological feedstocks for materials and energy. Bioeconomy is a new model for industry and the economy. It involves the sustainable use of renewable biological resources for the production of food, energy and industrial goods. It also exploits the untapped potential within millions of tons of biological waste and residual materials. Transition from a fossil-based to a bio-based economy is expected to reduce our dependency on fossil fuels and achieve more sustainability as well as contribute to climate and environmental protection.

The state of Baden-Württemberg, located in South West Germany, is characterized by a strong research landscape, a well-developed agricultural and forestry sector, highly innovative companies in the mechanical and plant engineering sectors, biotech companies, energy suppliers and around 440 chemical companies. Thus, Baden-Württemberg possesses optimal conditions to acquire a leading position in the field of bioeconomy. The government of Baden-Württemberg supports its own research strategy through financing relevant scientific projects and structural measures, including the establishment of a competence network focussed on the modelling of bioeconomy.

In cooperation with the Bioeconomy Research Program Baden-Württemberg, the press trip will cover different stations of a bio-based economy from the production of renewable raw materials, development of resource-efficient and sustainable processes, design of diversified and tailor-made products as well as recycling and end-use of products and residuals.

Our state wants to showcase our recent developments and invites selected international journalists on an exclusive press trip through Baden-Württemberg from June 27 to June 30, 2017. This journey through the bioeconomy landscape of our state will include visits to research institutions, universities, and companies (see enclosed program). The program ends with the closing event of the Lindau Nobel Laureate Meeting – a one day boat trip on Lake Constance to island Mainau - together with the most promising young scientists from all over the world. The program will be held in English. The costs for the flight to and from Baden-Württemberg, board, lodging and logistics in Baden-Württemberg are covered by Baden-Württemberg International (see contents and terms of participation).

We would be very pleased if you were to consider this invitation to discover “Bioeconomy made in Baden-Württemberg”. We are looking forward to receiving your application for the press trip latest by April 21, 2017.

Best regards,

Baden-Württemberg International



Annette Rueß
Head of Media and Public Relations



Julia Hader
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