



GROW workshop ‘Driving market access for bio-based products and materials’

Monday, 18 November 2024, 13:30–17:00
in Brussels (CCAB.1.D) and online (WebEx)

Provisional agenda

- 13:30–14:00 Welcome coffee and registration
- 14:00–14:10 Opening and introduction
by **Maïve RUTE**, *Deputy Director-General & Chief Standardisation Officer, DG GROW*
- 14:10–14:20 The new Commission – what might be relevant for the biobased sector?
by **Hans INGELS**, *Head of Unit, DG GROW.F.2 (Bioeconomy, Chemicals and Cosmetics)*
- 14:20–14:30 Update on the implementation of the EU Biotech and Biomanufacturing Communication
by **Hanna FREIENSTEIN**, *Policy Officer, DG GROW.F.2 (Bioeconomy, Chemicals & Cosmetics)*
- 14:30–15:50 Discussion on possible options to stimulate market demand
- 15:50–16:00 Coffee break
- 16:00–16:10 Introduction of third-country market access & supply chain diversification
by **Amandine JOANNESSE**, *Policy Officer, DG GROW.A.3 (International Value Chains)*
- 16:10–16:40 Discussion
- 16:40–16:50 AOB
- 16:50–17:00 Summary and next steps