



Business Bridge Europe and Cepi announce 1st European Bioeconomy Conference on 20 November 2025, in Brussels: Driving the EU Bioeconomy Strategy Forward

Brussels, 6 November 2025 – Business Bridge Europe, a public affairs and advocacy consulting company, announces its new high-level conference focused on bioeconomy policy to be held in the morning of 20 November 2025 in Maison Grand Place, Brussels, in collaboration with Cepi, representing the pulp and paper industry. Registrations are now open (<https://cvent.me/NLDL08>) and free for members of the press.

As the EU has entered a new political cycle, focusing on reconciling competitiveness and sustainability, close observers of the Brussels bubble expect a rapid shift from vision to action on a policy topic that could offer the best of both worlds: the bioeconomy. This is the topic that the **1st European Bioeconomy Conference** (<https://bioeconomyconference.eu/>) will address, exploring the critical policy and market conditions needed to scale up a global bioeconomy projected to reach €6.6 trillion by 2030.

A defining moment for Europe's Bioeconomy sector

The bioeconomy which represents 8% of all EU jobs, on par with the automotive sector, is having a defining moment. An updated EU Bioeconomy Strategy is expected in the second part of November and will coincide with a COP30 meeting in Brazil set to showcase the role of the sector in fighting climate change.

The new Strategy will aim to leverage Europe leading position in biotechnology and biomanufacturing, to drive industrial growth through a climate-compatible manufacturing model. One objective, announced already in the Clean Industrial Deal Communication, is that boosting the bioeconomy should make Europe more self-reliant, as it tries to limit its dependence on imported fossils, which impacts not only energy but also materials.

Industry Leadership and Innovation on Display

The event will showcase how bio-based materials are being deployed across Europe's industries – from packaging to textiles – and how these innovations already contribute to strategic autonomy and industrial competitiveness. The forest-based sector, particularly pulp and paper, has been at the forefront of this transformation, pioneering cross-



sectoral applications and circular business models, which is why it has taken a leading role in the development of the conference.

Highlights of the event include:

- A conference programme including with keynotes from top EU policymakers, industry leaders, and innovators driving Europe's leadership in the bioeconomy transition and expert panels debating the most urgent policy, market, and circularity challenges in Europe's bio-based sectors ([link to agenda](#)).
- High-impact networking with C-level private sector leaders, investors, policymakers, and thought leaders shaping the European bioeconomy.

Quote by Jori Ringman, Cepi Director General

"Europe's bioeconomy is a strategic opportunity to drive green growth, competitiveness, and resilience through raw materials sourced in Europe and innovative technologies the EU has been pioneering."

"For the CEOs who will join the conference, the bioeconomy is also a rapidly expanding market which Europe still holds the chance to capture a lion's share. Key to this is a regulatory environment ensuring that bio-based materials can compete, at least on a level playing field, with fossil-based ones."

About the European Bioeconomy Conference

[The European Bioeconomy Conference](#) is the inaugural edition of a new high-level event organised by Business Bridge Europe. Under the tagline "Driving the EU Bioeconomy Strategy Forward," the conference convenes EU policymakers, researchers, investors, and sustainability leaders alongside Europe's most innovative bio-based industries. Special emphasis is placed on the forest-based sectors – including pulp and paper, bioplastics, packaging, textiles, wood products, health and hygiene, and advanced bio-based materials – highlighting their pivotal role in Europe's transition to a circular, regenerative economy. This unique platform fosters cross-sector collaboration, policy dialogue, and actionable strategies to accelerate the scale-up of the European bioeconomy.

About Business Bridge Europe



Business Bridge Europe is a Brussels-based public affairs and advocacy consultancy with 16 years of experience supporting clients in European Union policy and international relations. The company has a strong track record in the space, defence, and energy sectors, and is the organiser of flagship events such as the European Energy and Industry Conference, the European Defence and Security Conference, and the European Space Conference.

Since 2023, Business Bridge Europe has been part of Logos, a global public affairs and communications agency with 26 years of expertise across policy areas including transport, mobility, defence, space, and aviation. Logos is a member of the [mci group](#), further strengthening Business Bridge Europe's international reach and capabilities.

About Cepi

[Cepi, the Confederation of European Paper Industries](#), is the leading association representing the European pulp and paper sector. Through its 19 national associations, Cepi brings together 480 companies operating 856 mills across Europe, directly employing more than 175,000 people. The sector offers a wide range of renewable and recyclable wood-based fibre solutions, from packaging and textiles to hygiene, tissue, and specialty papers, as well as bio-chemicals and bioenergy.

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