



European Bioeconomy Conference 2025: EU Bioeconomy Strategy takes centre stage in Brussels

Brussels, 28 November 2025 – The inaugural European Bioeconomy Conference, held on 20 November in Brussels by Business Bridge Europe and Cepi, brought together over 100 high-level participants – with EU policymakers, investors, and C-level industry leaders representing more than half the attendance. The event took place just days before the anticipated release of the new EU Bioeconomy Strategy, underscoring the urgency and significance of this policy for Europe’s environmental, industrial, and agricultural future.

EU Bioeconomy Strategy: The cornerstone of Europe’s green transition

The conference was a resounding call for the EU Bioeconomy Strategy to serve as the foundation for Europe’s climate neutrality ambitions, rural revitalisation, and the scale-up of bio-based solutions. Speakers stressed that the Strategy is not just a policy document, but a roadmap for transforming Europe’s economy – making it more sustainable, competitive, and resilient.

Jessika Roswall, Commissioner for Environment, Water Resilience and a Competitive Circular Economy, and Gijs Schilthuis, Director for Sustainability at DG AGRI, European Commission, highlighted the need for cross-sector collaboration and policy alignment. *“By investing in sustainable growth, circular innovation, and strategic autonomy, Europe can lead the global transition and secure prosperity for generations to come”*, said Commissioner Roswall in a pre-recorded address. *“We must scale up innovation for bio-based materials and move decisively from research to policy”*, added Schilthuis.

Key insights: cross-sector collaboration between policymakers and industry stakeholders

- **Action on policy and investment:** Nicolás Giacomuzzi-Moore, Executive Director, Circular Bio-based Europe Joint Undertaking, called for a clear implementation calendar for the EU Bioeconomy Strategy, emphasising the need for reliability to unlock investment. Massimo Reynaudo, CEO of UPM, urged European Institutions to give companies the confidence to innovate.



- **Scaling innovation:** The panel “‘Paperisation’ from plastics to paper in packaging – an example of a bioeconomy transition at global scale”, featuring Emmanuelle Maire, Head of Unit for Bioeconomy & Sustainable Materials at the Directorate-General for Environment (DG ENV), Abhijeet Bhattacharya, Nestlé Group Leader & Expert Fiber-based Packaging, and Jussi Vanhanen, CEO of Metsä, showcased how shifting from plastics to paper in packaging exemplifies the bioeconomy transition at scale. Speakers called for harmonised recyclability protocols and supportive frameworks for industrial investment.
- **Balancing resources and climate:** Carl-Johan Linden Policy Coordinator for Bioeconomy in the Directorate-General for Agriculture and Rural Development (DG AGRI), and Henrik Sjolund, CEO of Holmen, discussed the challenge of aligning access to forest resources with climate and industrial policy, highlighting the need for integrated approaches to ensure both sustainability and competitiveness.
- **Bioeconomy for well-being:** Volker Zöller, President Consumer Goods EMEA | Essity Group, Kerstin Erbe, Managing Director at dm-drogerie markt, and Sari Pajari-Sederholm CEO of Metsä Tissue, explored how tissue hygiene products can broaden the bioeconomy’s impact, making it more human-centred and politically relevant. The session underscored the need for regulatory stability and collaboration between actors of the value chain for greater sustainability impact.

The road ahead: from vision to action

The conference concluded with a call for integrated strategies, cross-sector collaboration, and policy alignment to secure a sustainable and competitive future for Europe’s bioeconomy.

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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