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## Demonstrating and Commercializing Bio-Based Chemicals via Catalysis

This talk will provide an overview of pre-requisites needed for bringing bio-based chemicals to the market from the point of view of a technology licensor.

In order to make renewable chemicals a wide-spread success, focus should be on how to create value chains supporting the commercialization rather than on how to compete with established value chains. Often it will be necessary to deconstruct existing value chains and construct new value chains in order to succeed. Furthermore, the obstacles faced in this process will be discussed. Typically, these have root in industry traditions and in accepting an increased or decreased role of the value chain actors.

In particular, Haldor Topsoe will share considerations made for the demonstration and commercialization of the MOSAIK™ technology. The MOSAIK™ technology utilizes heterogeneous catalysis to convert sugars into oxygen containing chemicals. The prime example being MEG where Braskem and Haldor Topsoe have entered into a strategic partnership.

A brief technical overview will be presented as well as the timeline to commercialization.

*Haldor Topsoe is a world leader in catalysis and surface science. We are committed to helping our customers achieve optimal performance. We enable our customers to get the most out of their processes and products, using the least possible energy and resources, in the most responsible way. This focus on our customers' performance, backed by our reputation for reliability, makes sure we add the most value to our customers and the world.*

