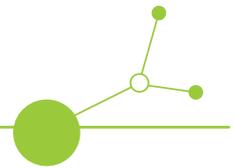


From CAP to Market: Unlocking Opportunities in the Bioeconomy

BIOECO-UP closing event

Budapest, 13 March 2026



Version 1

15 January 2026





A. Concept of the conference

Date of event: 13 March 2026

Venue: Budapest, Hungary

Type of event: hybrid

Aim of event: The final conference is dedicated to advancing bioeconomy policy in Central and Eastern Europe, fostering business opportunities, and engaging stakeholders in building a resource-efficient economy.

Target audience: policy makers, researchers, businesses, professional organisations and chambers representing farmers, bio-based industries, consumers, BIOECO-UP partners and associated partners.

The EU Bioeconomy Strategy (2025) has the potential to usher in a new phase of sustainability thinking in Europe and to serve as a catalyst for the renewal of bio-based sectors across Central and Eastern Europe (CEE). Key questions include what added value this strategy can deliver to the BIOEAST region, which past experiences can be leveraged to seize emerging opportunities, and how stakeholders and citizens can be mobilized to unlock business potential and support the transition towards sustainable societies.

Over the course of the BIOECO-UP project, participants have gained valuable insights into these questions, with particular attention to regional experiences in business development, stakeholder engagement, and policymaking within the Common Agricultural Policy (CAP) framework. These lessons form the foundation of the project's closing conference.

The conference aims to link the experiences of the project's three-year implementation period with future opportunities and emerging trends, while bringing together all those who seek to play an active role in sustainable development.

The event will showcase bio-based value chains, pilot solutions, and cooperation models developed and tested within the BIOECO-UP project, demonstrating that the bioeconomy is not merely a theoretical concept but a viable and scalable pathway for local and regional economic development. Particular emphasis is placed on the policy environment, examining which instruments can most effectively support the integration of the bioeconomy into agricultural, industrial, research and innovation, and environmental strategies at regional and national levels.

The closing conference is designed as a forward-looking dialogue. Through plenary sessions, panel discussions, and networking opportunities, it seeks to stimulate new partnerships, policy actions, future projects, and long-term cooperation. The experiences of BIOECO-UP may thus serve as a compass for all those committed to building a sustainable, competitive, and resilient economy in Central and Eastern Europe.



B. Draft Agenda

09.30-10.00 Registration

10.00-10.10 Welcome Speech

Dr. Adrienn Baksa, Head of Department of Agricultural Modernisation, HuMa tbd

10.10-10.20 BIOECO-UP Project in a Nutshell

Rita Soós, project leader, HuMa

The Next Era of EU Bioeconomy: New EU strategy, Addressing Global Trends, Regional Opportunities, Creating Impacts

10.20-10.40 New EU Bioeconomy Strategy: from Vision to Implementation

Michael Lusch, DG Agri tbd

10.40-10.50 The Past, Present and Future of BIOEAST

Dr. Barna Kovács, BIOEAST

10.50-11.00 Bioeconomy HUBs as Regional Transformation Catalysts in Central and Eastern Europe?

Dr. Anikó Fehér, BIOEAST HUB coordinator tbd

11.00-11.10 How to Create Impacts via Value-based Businesses

Dr. Tibor Héjj, impact investor and strategic consultant, Proactive Management Consulting

11.10-11.20 Q&A

11.20-11.40 Coffee break

Harmonising EU Bioeconomy Strategy and Common Agricultural Policy with National Strategies - Past Experiences and Future Directions

11.40-12.00 Keynote speech: BIOECO-UP Bioeconomy Strategy, Action Plan and Vision

12.00-12.30 Panel discussion

Panel members: representatives of BIOEAST national HUBs, policy experts like chambers of agriculture and associations representing bio-based sectors, research institutes, academy

Motivating Consumers and Producers to Create a Sustainable, Resilient and Resource-Efficient Bioeconomy

12.30-12.40 Keynote speech: Tools for Citizens to Become Greener Consumers and Prosumers

12.40-13.00 Panel discussion

Panel members: marketing specialist, PP, representatives of BIOEAST UNINET

13.00-14.00 Lunch

From Local Ideas to Regional Markets

14.00-14.20 Keynote speech: How to Turn Collaboration into International Value Chains and Project Experiences in Collaborative Product Development

14.20-15.00 Panel discussion

Panel members: academy, research institute, consumer, business players



15.00-15.15 **Coffee/Technical Break**

15.15-17.00 *Networking*

Registration: <https://forms.gle/4QrpKj5kWSKPNwyK9>