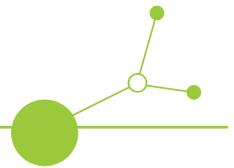


From CAP to Market: Unlocking Opportunities in the Bioeconomy

BIOECO-UP closing event

Budapest, 13 March 2026



Version 5

23 February 2026





A. Concept of the closing event

Date of event: 13 March 2026

Venue: Hungarian Academy of Science Budapest, Hungary

Address: 1051 Budapest, Széchenyi István sqr. 9

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 in bio-based industries, professional organisations, chambers representing farmers, BIOECO-UP partners and associated partners, marketing specialists.

[Registration here](#)

Over the decades, the Common Agricultural Policy (CAP) has gradually evolved from a primarily production- and income-support-driven model into a broader framework that increasingly integrates environmental sustainability, climate action, and the vitality of rural areas. In this context, the ongoing reform and implementation of the CAP play a key role in shaping the future of the European bioeconomy, with particular relevance for Central and Eastern European (CEE) Member States where agriculture and biomass-based sectors remain structurally important. In addition the updated EU Bioeconomy Strategy (2025) also creates new opportunities to align agricultural policy instruments with bio-based value creation, sustainability objectives, and rural development. A key challenge is how CAP measures can be more effectively mobilised to translate circular bioeconomy ambitions into tangible market outcomes.

Against this backdrop, the BIOECO-UP final conference explores how the CAP can act as a strategic bridge between agricultural production and bio-based markets. Central questions include the added value that CAP interventions can deliver to the BIOEAST region, how past and ongoing CAP-funded experiences can be leveraged, and how farmers, businesses, policymakers, and citizens can be better engaged to unlock bioeconomy-related investments and innovation.

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 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 competitive and resilient circular bioeconomy in Central and Eastern Europe.

B. Draft Agenda

- 09.30-10.00 Registration
- 10.00-10.10 Welcome Speech
Dr. Balázs Szabó, deputy state secretary, HuMA
- 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

- Moderator: *Dr. Luka Juvancic, ULBF*
- 10.20-10.30 BIOECO-UP Results Within the Interreg CENTRAL EUROPE Framework
Gregorio Vichi, Interreg CE
- 10.30-10.50 New EU Bioeconomy Strategy: from Vision to Implementation
Dr. Michael Losch, DG AGRI
- 10.50-11.00 The Past, Present and Future of BIOEAST
Dr. Barna Kovács, BIOEAST
- 11.00-11.10 Bioeconomy HUBs as Regional Transformation Catalysts in Central and Eastern Europe?
Dr. Anikó Fehér, BIOEAST HUB
- 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

- Moderator: *Dr. Jerzy Kozyra, IUNG and Ákos Kristóf, HuMA*
- 11.40-12.00 Keynote speech: BIOECO-UP Bioeconomy Strategy, Action Plan and Vision
Piotr Jurga, IUNG
- 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

- Moderator: *Chiara Samori, UNIBO*
- 12.30-12.40 Keynote speech: Tools for Citizens to Become Greener Consumers and Prosumers
Dr. Tajana Radic, HPK
- 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

Moderator: Matej Fatur, UL-BF

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

Darja Demsar, ISD and Dominika Pancakova, BEC

14.20-15.00 Panel discussion

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

[Registration here](#)