

The McNeil Centre for Applied Renewable Energy (CARE)

You are invited to the next webinar of the McNeil Renewable Energy Speaker Series hosted by the McNeil Centre for Applied Renewable Energy (CARE) at Concordia University of Edmonton (CUE)!

This speaker series provides us all an opportunity to explore renewable energy solutions, learn about the challenges faced by the sustainable energy sector (industry, government and society), careers in the renewable energy sector, and interact with experts from across Canada and beyond.

The industrial bioeconomy revolution: Is Canada ready, or standing on the sidelines?
presented by Jeff Passmore

About the webinar: With the world experiencing an industrial revolution fueled by biotechnology, Canada is sitting on a \$200 billion per year sustainable economic development opportunity for forestry, agriculture and municipal solid waste. Jeff Passmore's presentation will help you become "bio-literate," and decide whether Canada should pursue this opportunity, or simply export the associated jobs, and import the biobased, low carbon intensity products and materials from our trading partners.

About the Speaker, Jeff Passmore, CEO Passmore Group Inc.; Chair, Scaling Up Bio Conference:



Jeff Passmore has worked in the renewable energy, renewable chemicals, and industrial bio-economy sector for over 40 years, both as a management consultant, and, for 12 years, as Executive Vice President of Logen Corporation, an advanced biofuels technology company. In 2010, he launched the Passmore Group Inc., a management consultancy focused on providing clients with the tools that lead to the more rapid commercialization of technologies in the industrial bio-economy and cleantech sectors in Canada. He has raised non-dilutive subordinated debt for a number of offshore companies seeking to establish businesses in Canada – attracting foreign direct investment (FDI). In 2016 Passmore launched and Chairs Canada's annual Industrial Bioeconomy Business Conference "Scaling Up" focussing on the financing and commercialization challenges faced by biochemical, bioenergy, and advanced biofuels technology providers. During his career Passmore has served on The CleanTech Advisory Board of Foreign Affairs and International Trade Canada, and Canada's National Advisory Board on Energy Science & Technology. He is the Past Chair of the Canadian Renewable Fuels Association, the Canadian Wind Energy Association, the Solar Energy Society of Canada, the Ottawa Chapter of the International Association for Energy Economics, the Past Vice-Chair of the Independent Power Producers' Society of Ontario, and past-President of the Rotary Club of Ottawa. He recently served on the Board of the Canadian Association for the Club of Rome. Passmore is a frequent international public speaker. His work has taken him on projects in Central and SE Asia, Kenya, the UK, throughout Europe, and across North America.

Please extend this invitation to your network and anyone who may be interested in attending!

Questions? Please contact us: mcneilcare@concordia.ab.ca