



## AMAZON WEEK 2025

BIOECONOMY: A CORE PILLAR FOR SUSTAINABLE DEVELOPMENT IN THE AMAZON

**JUNE 5, 2025 | 15:00 – 19:30**

EMBASSY OF BRAZIL | WALLSTRASSE 57, 10179 BERLIN

---

### RATIONALE

Amazon Week 2025 marks the third edition of a program designed to emphasize the Amazon's role in sustainable development discussions. This year's events in Berlin, Brussels, and Paris are especially significant as they build momentum toward UNFCCC COP30, which will take place in Belém, in the heart of the Brazilian Amazon.

One of the central themes of Amazon Week 2025 is bioeconomy, with a focus on sustainable and inclusive development. This aligns with the G20 High-Level Principles on Bioeconomy, adopted under Brazil's 2024 presidency, and the Mercosur-EU trade agreement, which promotes interregional cooperation and expanded access to European markets for socio-bioeconomy products.

The bioeconomy event in Berlin will target trade partners and international investors, highlighting initiatives that foster value creation and income generation in the Amazon through sustainable business models. The event will bring together technical experts, entrepreneurs, investors, nonprofit leaders, and local authorities, offering a platform for collaboration and scaling of the Amazon bioeconomy.

### PROGRAM

**14:30 – Doors open**

**15:00 – Welcome Words**

*Ambassador of Brazil to Germany, Roberto Jaguaribe*

**15:10 to 15:20 - Keynote 1**

*José Ricardo Sasserón, Vice President of Government Business and Corporate Sustainability, Banco do Brasil*

**15:20 to 15:30 - Keynote 2: Bioeconomy as a catalyst for transformation in Amazonia**

*Tatiana Schor, Head of Amazon Coordination Unit, Inter-American Development Bank*



### **15:30 to 16:30 - Panel Discussion 1 - The Amazonian Sociobioeconomy**

Moderation: Thais Ferraz, Programmatic Director, Institute for Climate and Society (iCS)

- (1) Institutional advances to strengthen Amazonian production chains  
*Pricila Almeida, Vice-president, Amazon Sociobioeconomy Business Association (ASSOBIO)*
- (2) Certification and traceability schemes as instruments to promote the valorization of standing forests, products and their producers.  
*Patricia Cota Gomes, Deputy Director, Institute of Forest and Agricultural Management and Certification (Imaflora)*
- (3) The "Amazônia em casa, Floresta em Pé" Program: market access guidance and streamlined logistics  
*Daniel Contrucci, Executive Director, Climate Ventures*
- (4) Sociobiodiversity value chains as a tool for forest conservation  
*Katia Torres Ribeiro, Director of Socio-Environmental Actions and Territorial Consolidation, Chico Mendes Institute for Biodiversity Conservation (ICMBio)*

### **16:30 to 17:00 – Coffee-break**

### **17:00 to 17:15 – Keynote 3: A new trade regime for forest-friendly products in the EU and beyond**

*Prof. Salo Coslovsky, Associate Professor, New York University and research collaborator to Amazônia 2030.*

### **17:15 to 18:15 - Panel Discussion 2: Accessing the European Market**

Moderation: Marco van der Ree, Founder of Brokering Solidarity and Cofounder of Sociobiohub

- (1) Opportunities and challenges for business in the EU and private investment in the Amazon Bioeconomy Ecosystem  
*Ingo Kniepert, Investor, MD tpx holding GmbH, and Founder tropextrakt GmbH*
- (2) Developments of the IPD program for Amazon bioeconomy products  
*Patrick Federl, Senior Advisor Import Promotion on behalf of the Import Promotion Desk, Federation of German Wholesale, Foreign Trade and Services (BGA)*
- (3) Lessons learned from Brazil Nut Export Executive Board, Apex Brasil  
*Pedro Henrique de Souza Netto, Regional Representative for Northern Brazil, Apex Brasil*
- (4) From Showcase to Territory: Invisible Infrastructures and the Future of the Amazon Bioeconomy  
*José Mattos, Head of Corporate Affairs, Amazon Investor Coalition*

### **18:15 to 19:30 - Networking Reception**

**Language:** Portuguese-English, with simultaneous interpretation

**Format:** 3 Keynotes and 2 Panel Discussions