



Southwestern Ontario Bioproducts  
Innovation Network

## HARVESTING NEW OPPORTUNITIES FOR INDUSTRY

The transformation of agricultural-based commodities into environmentally-friendly and cost-competitive products is growing - breathing new life into economy of Southwestern Ontario. The region's traditional economic leaders - the agriculture, chemical and automotive industries - are facing growing competitive pressures. So the timing is ideal to make Southwestern Ontario a centre for cultivating bioproducts technology and expanding the market for it. The region's high concentration in agriculture, chemical, plastic and automotive production forms a natural base for the development of new bioproducts.

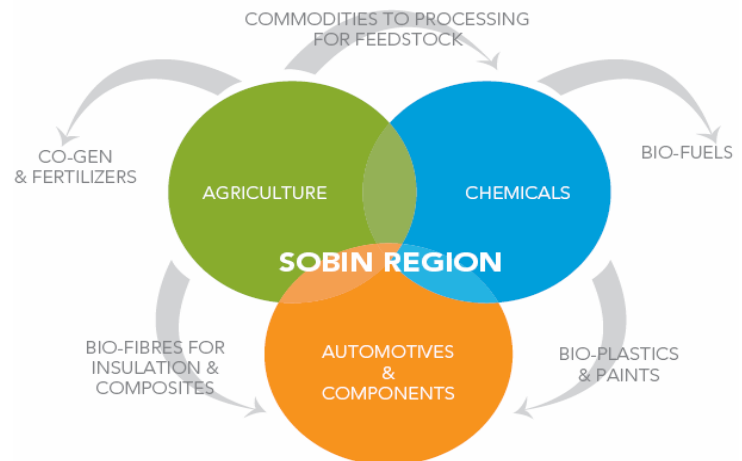
A network has been formed to capitalize on this unique opportunity, to enhance the competitiveness of the region's industries, and to generate new sources of economic growth. It's called SOBIN - Southwestern Ontario Bioproducts Innovation Network.

SOBIN is a not-for-profit organization dedicated advancing new bioproducts and finding new uses for biobased feedstock in manufacturing primarily in the automotive, chemical and energy industries.

The Mission of SOBIN is to strengthen the economy of Southwestern Ontario by cultivating new bioproducts, fostering energy conservation and expanding alternative energy sources. We envision progressive companies leading the world in growing all facets of the bioproducts industry in Southwestern Ontario leading to a vibrant regional economy.

## SOBIN IS ALL ABOUT CONNECTIVITY

SOBIN is all about connectivity, supporting collaborative activities to accelerate innovation and commercialization. SOBIN was formed through the shared efforts of Acrolab Ltd., University of Windsor, St. Clair College, Ridgetown Campus, University of Guelph, Lambton College, Economic Development units of Sarnia-Lambton, Municipality of Chatham-Kent, and Windsor-Essex with the support of the Ontario Ministry of Research and Innovation.



## CURRENT SOBIN INITIATIVES INCLUDE:

- Working in partnership with the University Western Ontario's Sarnia-Lambton Research Park to facilitate the development of biobased technologies and the development of the Bioindustrial Innovation Centre.
- Involvement in the creation of Ontario BioAuto Council – aimed at facilitating the commercialization of biobased components in automobile manufacturing.
- Leadership in the development of CARES (Centre for Agricultural Renewable Energy and Sustainability) – a renewable energy centre located at the Ridgeway Campus of the University of Guelph focused on increasing farm gate and rural income.
- Collaboration with Ontario Chemistry Value Chain Initiative (OCVCI) and the Bluewater Sustainability Initiative to move forward a strategy to create a Bio-Hybrid Chemistry Industry in Ontario.
- Partnering with Sarnia Lambton Economic Partnership (SLEP) and Bluewater Power Distribution in the development of Anaerobic Digestion Facilities in Lambton County.
- Development of the Chatham-Kent BioSustainability Group to work towards a green, healthy “earth-friendly” community.
- Collaboration with other Regional Innovation Networks across Ontario to stay current with government issues and facilitate the development of new technologies province wide.
- Building a network of connections and linkages between several bioproduct / bioenergy based companies and initiatives.
- Working with regional partners to develop new opportunities for the emerging biobased composites and wind energy industries.

## SOBIN DIRECTORS

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