



HELIAE® IN THE NEWS: APRIL 16, 2016

LEN SMITH TO LEAD DISCUSSION PANEL AT WORLD CONGRESS ON INDUSTRIAL BIOTECHNOLOGY MONDAY, APRIL 18<sup>TH</sup>

Len Smith, Chief Business Officer at Heliae, will be traveling to San Diego, CA to attend and present at the World Congress on Industrial Biotechnology.

Specifically, Len is chairing a break-out panel discussion on Monday, April 18 from 8:30 am – 10:00 am, Room 3 titled “Charting the New Algae Industry Roadmap”. Joining Len on the panel will be Matt Carr, Executive Director of the Algae Biomass Organization, Dr. Peter Lammers, Chief Scientist for the Algal Testbed Public Private Partnership (ATP<sup>3</sup>) and professor at Arizona State University’s Arizona Center for Algae Technology and Innovation (AzCATI), Dr. John Carney from Mars, Inc., and Dr. Ross Zirkle, Director of Microbiology at DSM.

The diverse panel will explore the current state of the algae industry including its challenges and successes; additionally, the panel will work to identify industry opportunities and to chart a map for moving the algae industry forward.

Through avenues such as participation at the World Congress, Heliae continues its commitment to engaging with industry and researchers in an effort to capitalize on research developments and technological advancements in the algae industry.

If you will be attending the conference in San Diego, please stop by and introduce yourself to Len. He is looking forward to meeting all who are interested in the groundbreaking work that is unlocking the potential of algae at Heliae.