

BioApply begins to develop very promising opportunities in the field of biodegradable plastic bags.

The support of Swiss partners eases the entry to a new market.



«North America is a market with very promising opportunities. We are now going to take full advantage of them by establishing a subsidiary in San Diego, California.»

Frederic Mauch, CEO BioApply

BioApply is the Swiss market leader in the field of biodegradable plastic bags. The company was set up in Gland, Switzerland, in 2006 with the aim of taking to market a biodegradable alternative to traditional plastic packaging, using an organic plant-based solution. Over recent years collaboration with EMPA, a leading Swiss research institute which specializes in materials science and technology, has led to the development of an innovative process which takes the base material in granular form and opens up the potential for its use in injection-molding applications. This innovation, along with the capability to provide advice and consultancy on the implementation of this type of project, has added to BioApply's portfolio and creates attractive new markets and opportunities for the business.

The following stages of BioApply's development show just how much patience and expertise are required to secure entry to a new market: BioApply first looked at the US market in late 2009 and since then has been using the network of contacts available via the swisscleantech sector association to assemble a catalogue of useful information. Around the middle of 2010, BioApply was identified and supported as an "early harvest" project by Cleantech Switzerland. As a beneficiary of assistance from the Swiss Commission for Technology and Innovation, in the summer of 2011 BioApply was also able to tap into an opportunity offered by swissnex in San Francisco: Frederic Mauch was offered a free office facility in San Francisco for 3 months and swissnex helped by brokering invaluable contacts with potential business partners in the Bay Area. Now, thanks to its new location in North America, BioApply can begin to actively develop the very promising opportunities with partners there.

The BioApply example shows how the interplay and support of a number of Swiss partners enabled the company to set up a subsidiary in North America and eased the process of securing entry to a new market.

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