

BUSINESS MODELS OF BORN GLOBALS IN A FOREST-BASED BIOECONOMY

BIOBM

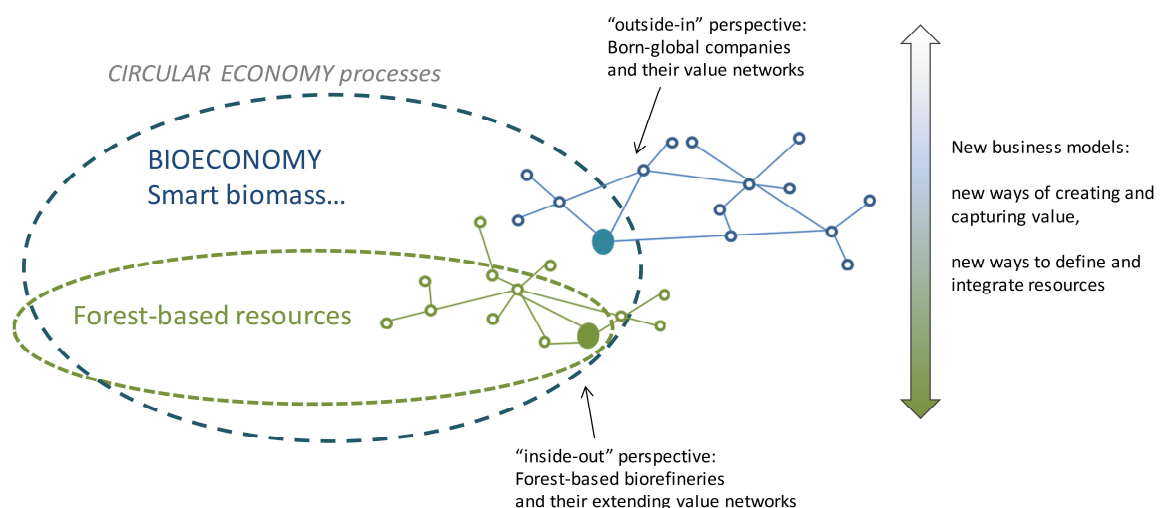


Sustainable growth within bioeconomy requires rethinking of

- How to define and utilise resources?
- How value is created in a networked world?
- How the circular processes of bio-based and other material flows connect in novel ways?

That is why we

- explore born global business models
- expand existing knowledge of forest-based resources and value creation



“Outside-in” perspective

- Investigates born global companies outside traditional forest sector
- Looks for indications of emerging cross-sectoral business models and networks in bioeconomy-related fields
- Comparing cases in Finland, New Zealand and Sweden

“Inside-out” perspective

- Analyses established forest sector companies’ value networks around biorefineries
- Explores how network parties utilise foreign market opportunities in bioeconomy-related fields
- Comparing cases in Finland and Uruguay

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