

## EVENT

## Latest trends in green chemistry and technology highlighted in Mumbai meet

Expanded and broader coverage



Mr. Ravi Raghavan, Editor, *Chemical Weekly*, lighting the lamp



Prof. James Clark, Green Chemistry Centre of Excellence, Inaugurating the exhibition

## CASE STUDIES

## Novel approaches to developing cleaner processes

*Lyrica,*

**The Pfizer experience**

**Sustainable development methodology**

Front end (Maximise atom efficiency)	Back end (Prevent/reduce pollution & waste)



**Green chemistry: one part of sustainability initiatives**



**Eco-designed C-Glycoside**



**Dr. M.G. Palekar**



Dr. Raksh Vir Jasra

Key role of catalysis

EVALUATING PERFORMANCE

## 'New paradigms needed to measuring greenness'

Novel green metrics

Catalytic options



**Dr. John C. Warner**

**Opportunities in the food chain**



**Prof. James Clark**

**Taking ideas to the marketplace**



**Mr. Nitesh Mehta**

**'Innovation begins with science fiction'**

'Factor in endocrine disruption'

Sustainability by design



*in silico*    *in vitro*

BIO BASED CHEMICALS

**‘Transition from a fossil- to bio-based economy will lead to profound shifts in industry structure’**



**Multiple alliances emerging**

**Market potential**

Carbohydrates to platform  
chemicals

Drivers for innovation changing



FOLLOWING THE LEADER

## Global regulatory trends define future course

*Chemical Weekly,*



Short-sighted view of treaties

'Regulations driving innovation'