



Algae 2020 Global Commercialization Tour Continues in Washington, Houston and Prague

The Algae 2020 global tour and study addresses and answers the key question "when will algae for biofuels be commercially viable, and which companies and projects are presently best positioned to meet this challenge?"

Houston, TX, April 30, 2010 --([PR.com](#))-- Emerging Markets Online, a market research consulting and publishing firm specializing in global energy and biofuels markets, announces the Algae 2020 Global Tour for Spring/Summer of 2010.

The Algae 2020 study answers the key question "when will algae for biofuels be commercially viable, and which companies and projects are presently best positioned to meet this challenge?"

This Spring, Will Thurmond, CEO of Emerging Markets Online, and Author of Algae 2020: Biofuels Markets and Commercialization Outlook will present a summary of findings from the Algae 2020 study at the following events

- Advanced Biofuels Leadership Summit in Washington, DC April 27-29
- National Algae Association in Houston Texas, April 28-29
- Biofuels International conference and expo, Prague, EU May 5-6

Algae for Advanced Drop-In Fuels

Algae 2020 author Will Thurmond notes "algae is serving an increasingly important role as an emerging solution to create drop-in replacement fuels such as renewable diesel, renewable gasoline, and biojet fuel for commercial aviation, government and defense markets that are compatible with existing aviation, truck fleet, pipeline and storage infrastructure. Algae and other energy crops have a key role to play in supporting oil, gas, defense and aviation firms in meeting biofuels blending obligations, carbon regulations, and energy and national security concerns," said Thurmond. Over the long-term, algae will also play a key supportive role in providing the biodiesel industry with much-needed feedstock in the US and European industries presently riddled with lack of feedstock choices and availability.

Algae for Biochemicals and BioPolymers

The Algae 2020 study observes several key markets are emerging for algae, including "environmentally friendly green chemicals, solvents, and bio-polymers that serve large markets facing key challenges in producing renewable and bio-degradable substitutes presently created from the petroleum industry. While algae for biodiesel remains a few years away, presently there are several opportunities in the algae space to produce high-value biochemicals and bio-based polymers that can be sold into the markets today to generate cash flow for algae enterprises scaling up to meet larger fuel market demands tomorrow," notes Algae 2020 author Will Thurmond

A Sea Change for Biofuels



“The US, Europe, China and India presently addicted to imported oil. As the world transitions from the end of cheap oil, and into the new era of peak oil, energy independence is becoming an increasingly important issue. Algae provides one solution to help supplement imported oil dependency world-wide from the largest consuming nations, and in support of petroleum-importing countries in the emerging markets,” notes Thurmond. For example, the US Department of Energy estimates global demand for energy will increase by 50% by the year 2030.

Over the next 20 years, most of this energy growth will come from the Emerging Markets of China, India, the Middle East, Africa, and the Americas. How will the world meet these increasing demands for energy? Algae 2020 author Thurmond notes “each country has a plan to reduce crude oil consumption with biofuels. Since 2007, oil and gas majors, aviation fuels alliances, governments and defense industries are increasingly investing in aquatic feedstocks such as seaweed, cyanobacteria, sea asparagus, glasswort, and microalgae as logical long-term feedstocks of choice to produce high-density, advanced biofuels, aviation fuels, biochemicals and biopolymers without compromising rainforests, arable land or freshwater.”

Presentations and More Information

The Algae 2020 tour will continue in May, June and July at several key industry events in the US, Europe and Latin America. Emerging Markets Online is presently booking presentations at several conferences, and providing executive webinars to assist businesses and governments with a clear understanding of the promises, pitfalls and commercialization prospects for the emerging algal biofuels industry. For more information on an Algae presentation for your event or organization, contact Emerging Markets Online via www.emerging-markets.com.

Algae 2020 Study Details

The Algae 2020 study was written by Will Thurmond, President of energy market research consulting and publishing firm Emerging Markets Online. Mr. Thurmond also serves as an independent Energy Advisor to the National Algae Association, the American Biofuels Council, and the Houston Technology Center.

The Algae 2020 study represents a summary of findings from a massive market research project based on dozens of on-site visits with algae producers and more than four years of collaborations with scientists, biofuel producers, associations, governments, investors, inventors and NGOs. For more information on the Algae 2020 study, visit Emerging Markets Online for an executive summary and table of contents at www.emerging-markets.com

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