



## CHANGING THE WORLD TOGETHER

Novozymes has just announced its new bold ambition – “changing the world together with our customers” – and it is quite... well, ambitious. But it is based on a solid understanding: The more we improve our customers’ businesses, the better off the world will be as a whole.

While changing the world together with our customers is certainly a more ambitious goal than any Novozymes has committed itself to before, it fits well with where the world is today. In many cases industry is already eager for sustainable products, and society is fervently pushing for solutions that meet its needs without sacrificing the environment.

Yet, best intentions aside, implementing this kind of ambition means that a company must have a good idea of what it is and where it is going.

“The key to changing the world is really to focus on what it is that we offer to our customers,” says Peder Holk Nielsen, Executive Vice President for Enzyme Business. “We need to further develop our offerings to the market place. Only by enabling our customers to become leaders in their industries can we change the world.”

Novozymes plans to accomplish this task by doing what it does best – delivering radical innovation and driving the world towards sustainability.

Looking to the future, there will be opportunities to expand the use of Novozymes’ technology into new enzymatic applications and industries, as well as to grow outside the enzyme area into microorganisms and biopharmaceutical ingredients. The biotechnological solutions that Novozymes creates are on the verge of setting the standard for future sustainable solutions. Yet none of these possibilities can succeed without close cooperation with partners and customers.

### Insight and solutions

In order to meet this ambition it is imperative that Novozymes cultivates a community of new ideas and follows through on them. This takes highly dedicated

and knowledgeable employees, but just as much it takes close collaborations and partnerships with customers to gain insight about their needs and visions of their industries. It also takes interactions with legislators and other stakeholders who will impact customers’ industries, because these interactions will enable Novozymes’ offerings to deliver relevant and truly forward-looking solutions.

“It’s about gaining insight from customers and stakeholders, figuring out what issues they are facing today, and coupling these issues with the tech-

**“Together with our customers, Novozymes can change the world”**

Steen Riisgaard, Novozymes’ CEO

nologies that Novozymes possesses – all to make valuable, forward-thinking solutions,” says Thomas Videbæk, Executive Vice President for BioBusiness.

### The world is ready

Bioinnovation clearly has the potential to be part of the solution to some of the most pressing global issues. The focus is on environmental and economic challenges, such as reduction of CO<sub>2</sub> emissions and overcoming resource scarcity, both of which are increasingly expected to be factors impacting customers’ choice of technology. By establishing close collaboration with customers Novozymes wants to help enable them to meet the future requirements and change the world. ■

### NOVOZYMES A/S

Krogshøjvej 36  
2880 Bagsvaerd  
Denmark  
Tel. +45 4446 0000  
Fax +45 4446 9999  
www.biotimes.com