

PRESS RELEASE

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Strategic Partnering and Communication (SPC) was awarded a major contract by the Danish Environment Agency today to evaluate the field of nanomaterials. SPC's task is to analyze the need for establishing guidelines for the marketing of products based on nanomaterials. The guidelines will be targeted to Danish enterprises. Furthermore, SPC's task is to analyze the need for initiating a broader information campaign regarding the effect of nanomaterials on human health and the environment.

"We are very proud that we have been awarded this contract", says CEO Anne Marie Dalgaard of SPC. "SPC leads the field in communicating the opportunities and challenges connected to new technologies, in particular nanotechnology. We look forward to sharing our expertise within this important project, which has broad interest from enterprises and consumers in Denmark".

SPC won the contract in consortium with DHI (Danish Hydraulic Institute, www.dhigroup.dk) and DS (Danish Standards, www.ds.dk).

Nanotechnology it is an upcoming field, which is subject to debate both within academic and scientific fields as well as within industry circles and the broader media. According to industry experts, within 10 next years, nanotechnology could be used in nearly half of all new products ranging from hand-held computer devices to cancer and other disease treatments; from renewable energy sources and light-weight multifunctional components in cars and airplanes to agents for environmental remediation; and from water filters that remove viruses, contaminants and salt for entire cities. Such potential explains why nanotechnology is viewed as a vital key towards future economic growth and why technologically advanced countries are pushing its development across the globe.

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