

## HORIZONS EMEA | EPISODE 4 “Biomimicry”

DuPont is proud to sponsor **Horizons on Bloomberg Europe**. For the next five weeks, Uche Okoronkwo returns on a global journey to meet the people behind the business ideas that will affect how we eat, how we access new energy and fuel supply, and how humanity stays connected to one another.

### Episode Preview – EGYPT, GERMANY & USA

In part one, we return to the German University in Cairo, where Uche looks at the technology behind nano-robots designed to deliver medicine throughout the human body. These robots have been designed to mimic the swimming movement of sperm to travel around the body. By using magnets to power their swimming motion, these micro-robots can propel themselves through the body to finally reach the cells in need of medication.

From Cairo, we travel to San Francisco, where Adam Shaw meets Janine Benyus, the woman who coined the now popular term “biomimicry.” As the founder of the Biomimicry Institute, she tells us more about how clever nature can be when it comes to solving life’s problems, no matter the size.

We then move to Germany, where reporter Alex Forrest meets a team of scientists attempting the difficult task of mimicking human skin on robots. By masking robotics with familiar-looking artificial skin, robots can operate and co-exist in factories without presenting a safety hazard to their human colleagues.

In our final story, we travel to the University of Delaware in the US to meet the team developing an eco-friendly leather substitute. This new product eliminates the need for the tanning process behind the production of leather products that emits heavy pollution. The substitute only uses natural fibers and plant oils to make a product that is durable, waterproof, and much kinder to the environment.

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### **BIOMIMICRY AIRS ON BLOOMBERG TV EUROPE AT THE FOLLOWING TIMES:**

**PREMIERE – 28<sup>th</sup> OCTOBER, WEDNESDAY AT 8:00 PM (EUROPE CET)**

**Repeating – 31<sup>st</sup> October, Saturday 5:00 PM and 1<sup>st</sup> November, Sunday 5:00 PM (both Europe CET)**

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And don’t forget to follow *Horizons* and watch past episodes on our Bloomberg series webpage: <http://www.bloomberg.com/shows/horizons>

