



Dr. Sobhi Basheer

Company name: **TransBioDiesel Ltd.**

Products/Services: **Biofuels**

Start-up year: **2007**

Number of employees: **7**

Key markets: **Europe, USA, Australia, Singapore, China**

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“Convince users to **experiment with new technology** and use new products”

A global expert in enzymes, Dr. Sobhi Basheer left his research job to set up his own company and turned his research and development dreams into reality. His company, TransBioDiesel Ltd., performs trailblazing research into “green” technologies which can potentially benefit society as a whole.

The company is pioneering the use of enzyme-based catalysts - known as bio-catalysts - in the production of bio-fuels which are seen as a cleaner and more sustainable alternative to petroleum-based fuels. Bio-fuels are currently produced with chemical catalysts but bio-catalysts, in comparison, are cleaner, less costly to produce and require less energy to be used during the production process.

To expand overseas, TransBioDiesel received grants and funding for research and development under a technology incubator programme of the Israeli government’s Chief Scientist Office. “These funds have provided much needed oxygen and have made a significant difference to my company and its on-going success,” says Sobhi.

Especially rewarding, says Sobhi, has been to see his product’s evolution from its research stage to approval by the US Food and Drug Administration .

What were the biggest challenges you faced in doing business overseas?

The introduction of game-changing green technology is always challenging. Industry and people are inclined to stick to traditional ways of thinking. The challenge is to convince users to experiment with new technology and use new products.

Do you have any advice for young entrepreneurs who are considering international expansion?

I would encourage them to seek markets overseas and be ready to stand up for what they believe in, while respecting different business cultures.

What is the best way of doing business overseas?

The most rewarding aspect is the international marketing of the product. The company puts strong emphasis on production of high-level, top-notch technologies that can compete in the global marketplace.

Entrepreneurs are important to society because...

...they contribute to the sustainability of society and mankind. Without entrepreneurs society would stall and be unable to keep evolving.

And you, how would you generate a business idea and start a new business?

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