Enjoy your Coffee Breaks

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Programme

Wednesday, 24 January

09.30

Registration & opening of the tabletop exhibition

09.30 - 10.30 Welcome Coffee

10.30 - 10.40

Opening & Welcome Address

10.40 - 11.10

Fireside chat with Stefano Martinelli, Vice President UAE and KSA - Amazon

11.10 - 12.10

Session 1 – Market overview in the MENA Region

- Jeanne Walters, Senior Economist Emirates NBD Global and regional economic outlook
- Jacques Prigneaux, Market Analysis & Economic Affairs Director EDANA
 The MENA Nonwovens Industry in a Global Perspective

12.10 - 13.40

Networking Lunch at the Kitchen Restaurant

13.40 - 15.10

Session 2 - Nonwovens in Personal Care

- Mahdy Katbe, CEO Unicharm Gulf Hygienic Industries
 Insights, the hygienic products industry in the MENA Region and Africa
- Michael Wong, Senior Vice President/Sales Deputy General Manager/SAAF Jofo Nonwovens Company MENA Hygiene Market Outlook from an outsider's perspective
- Dr. Karsten Voss, Scientist Research Manager H.B. Fuller Deutschland How to optimize core integrity in thinner core diapers

15.10 - 16.00

Networking break & visit of the tabletop exhibition

16.00 - 17.00

Session 2 - Nonwovens in Personal Care

- Alberto Inzani, Area Sales Manager GDM
 The evolution of baby diapers in Africa and Middle East market
- Dr. Marcel Gruendken, Global Senior Manager, Market Development Kuraray Group Precious family moments start with elastics

17.00 - 17.10

Wrap-up of the day

17.00 - 18.00

Free time to visit the tabletop exhibition

19.00 - 22.00

Dinner reception at the Nuska Beach Restaurant





Thursday, 25 January



09.00 - 10.00 Welcome coffee & opening of the tabletop exhibition

10.00 - 11.00 Session 3 - Nonwovens & Health

- Rami Rajab, Chief Executive Officer Mecomed Market anatomy for medical devices in the MENA Region
- Tareq Afyouni, Group Development Manager Almazroui Medical Group Disposable medical developments impacting the healthcare market

11.00 - 11.45 Networking break & visit of the tabletop exhibition

11.45 - 12.15 Session 3 - Nonwovens & Health

- Christopher Gunson, Partner AMERELLER
- Dr. Mahmoud Amro, Global Product Manager Hengst Filtration
 A tale of two HEPA applications HEPA in HVAC vs. HEPA in air intake in turbo machinery

12.45 - 14.15 Networking lunch at the Kitchen Restaurant

14.15 - 15.45 Session 4 - Raw materials & Circularity

- Cagri Gok, MEAF Sales Manager ExxonMobil Innovative solutions that can offer sustainability benefits
- Mansour Algoblan, Sr. Scientist, Market Development & Technical Support SABIC Sustainable innovative solutions for hygiene applications
- Arnaud Laroche, Area Sales Manager ANDRITZ Perfojet
 Adapting the building insulation market: how to benefit from environmentally and economically friendly nonwovens production technologies

15.45 - 15.50 Closing words

15.50 - 17.30 Farewell Coffee

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EDANA

10.30 - 10.40
Opening & welcome address
Murat Dogru, General Manager





10.40 - 11.10
FIRESIDE CHAT
Stefano Martinelli, Vice President UAE and KSA
Amazon

In this informal conversation Mr. Martinelli will share with Murat Dogru, EDANA's General Manager, profound insights, drawing on Amazon's success, into the ever-evolving consumer landscape, discussing key trends in e-commerce that are shaping the future.

Session 1: Market overview in the MENA Region



Jeanne Walters, Senior Economist - Emirates NBD

Global and Regional Economic Outlook

- Overview of recent developments in the global economy
- Overview of recent developments in regional economies
- 2024 outlook for global and regional economies





Jacques Prigneaux, Market Analysis & Economic Affairs Director EDANA

The MENA Nonwovens Industry in a Global Perspective

- Over the last decade, the nonwovens production has recorded significant growth rates in the Middle East and North African countries thanks to major investments.
- Global trade flows of roll goods have never been so intense and is impacting the global nonwovens industry.
- This presentation will compare the evolution of the nonwovens industry in the region with the other regions of the world, in terms of production processes and market segments.

12.10 - 13.40 Networking Lunch at the Kitchen Restaurant



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24 January 2024

13.40 - 17.00 **Session 2 - Nonwovens in Personal Care**



Mahdy Katbe, President & CEO **Unicharm Gulf Hygienic Industries**

Insights, the hygienic products industry in the MENA region and Africa

- Introduction: demographic overview & GDP data
- Market insights for AHP products
- Key social changes, corresponding market impact, and medium-term market drivers





Michael Wong, Senior Vice President/Sales **Deputy General Manager/SAAF** Jofo Nonwovens Company

MENA hygiene market outlook from an outsider's perspective

- Why you should invest in the Middle East, especially Saudi Arabia, and the challenges faced pre- & post-acquisition
- Acclimatizing to a region with a different culture, language & religion
- Hygiene market challenges in MENA compared to East Asia and major driving market forces for MENA
- Opportunities, vulnerabilities, and prospects for growth for the MENA hygiene market





Dr. Karsten Voss, Scientist Research Manager H.B. Fuller

How to optimize core integrity in thinner core diapers

This session will look at the key parameters for optimizing the core integrity in thinner core diapers starting with the core forming process, fluff core density, and shape.

Dr. Voss will also cover:

- The different core designs driving consumer satisfaction
- How adhesives can enable thinner core designs





15.10 - 16.00 Networking break & visit of the tabletop exhibition





Alberto Inzani, Area Sales Manager GDM

The evolution of baby diapers in Africa and Middle East market

- · Market trends in the Region
- Consumers requests and behaviors
- The main challenges from the technology point of view





Marcel Gruendken, Global Senior Manager, Market Development, Elastic Components Kuraray Group

Precious family moments start with elastics

This session will cover what you need to know about elastic components in diapers from trends to current requirements. Marcel will also address:

- The odour exposure of different materials
- Designing films and stretch laminates
- Sourcing sustainable materials



19.00 - 22.00 Dinner Reception at the Nuska Beach Restaurant



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25 January 2024



10.00 - 12.45 Session 3: Nonwovens & Health



Rami Rajab, Chief Executive Officer Mecomed

Market anatomy for medical devices in the MENA Region

- Introduction to Mecomed, and the Middle East region: a market of many facets and opportunities
- Overview of the regulatory and economic landscape for medical devices in MENA
- Woundcare, urology and much more in the Middle East





Tareq Afyouni, Group Development Manager Almazroui Medical Group

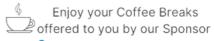
Disposable medical developments impacting the healthcare market

Mr Afyouni will share an overview of the global and UAE disposables market with a focus on:

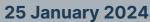
- Personal protective equipment: price vs quality
- Incontinence market and shift in required sizes
- Raw materials and innovative care solutions.

11.00 - 11.45

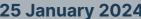
Networking break & visit of the tabletop exhibition







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Christopher Gunson, Partner AMERELLER

Recent and expected changes in MENA /UAE legislations of relevance for medical disposables





Dr. Mahmoud Amro, Global Product Manager **Hengst Filtration**

A tale of two HEPA applications - HEPA in HVAC vs. HEPA in air intake in turbo machinery

- Application of HEPA media in general
- Different HVAC vs Turbomachinery
- Media requirement and customer challenge

12.45 - 14.15

Networking Lunch at the Kitchen Restaurant

14.15 -15.45 **Session 4 - Raw Materials & Circularity**



Cagri Cok, MEAF Sales Manager ExxonMobil

Innovative solutions that can offer sustainability benefits

This session will showcase how ExxonMobil has:

- · developed a solution that delivers new, certified-circular products into important end uses such as hygiene products
- · led industry innovations that help advance modern living and is working towards a net-zero future
- supported value chain ambitions to help to improve plastic circularity for the nonwoven and hygiene industry





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Mansour Algobian, Sr. Scientist, Market Development & Technical Support **SABIC**

Sustainable innovative solutions for hygiene applications

SABIC will share an overview of:

- Megatrends in the hygiene industry
- Their polyolefin products portfolio (intended for personal hygiene applications)
- How they're contributing to circularity
- Developments for nonwovens used in hygiene and medical applications





Arnaud Laroche, Area Sales Manager **ANDRITZ Perfojet**

Adapting the building insulation market: how to benefit from environmentally and economically friendly nonwovens production technologies

- Market, challenges and opportunities in building insulation
- Solutions for eco-friendly nonwovens products
- Importance of product development and carrying out trials in technical centres



15.45 - 17.30 Farewell coffee