

Programme

Wednesday, 24 January

09.30
Registration & opening of the tabletop exhibition



Enjoy your Coffee Breaks
offered to you by our Sponsor

09.30 - 10.30
Welcome Coffee

K Investkonsult Sweden AB

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

 Enjoy your Coffee Breaks
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 **Investkonsult Sweden AB**

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



10.30 - 10.40
Opening & welcome address

**Murat Dogru, General Manager
EDANA**



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

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



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**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

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**





**Mansour Algoblan, 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