

EDANA shares draft programme for online OUTLOOK™ 2020

2 June 2020

Registration now open

OUTLOOK™, the world's premier nonwovens personal care, hygiene & wipes product conference has moved online for the 2020 edition. **Scheduled for 23 - 25 September**, registration is now open to attend EDANA's all new virtual gathering featuring a typically diverse, topical, and expert programme.

OUTLOOK™ 2020 will feature a daily 3-hour webinar offering exclusive and insightful content to help your business cope with the post-COVID era and evaluate its new perspectives in these changing times.

The programme includes the following sessions:

- 23 September: Global Economy and Trade: scenarios for 2020 - 22
- 24 September: Pandemic & Nonwovens industry response: Challenges turned into opportunities - A resilient and recession-proof industry?
- 25 September: Innovation, Sustainability and Product Stewardship: same answers in a changing market environment?

"This new format of OUTLOOK™ will obviously take stock of what observers have noticed as a major impact of the pandemic on the health- and personal care nonwovens supply chain, namely, a renewed focus on medical products, which could presage to some extent a relocation of a dedicated supply chain in EMEA", said Pierre Wiertz, General Manager of EDANA. "We are looking forward to sharing expertise and unique information with our OUTLOOK™ participants."

Registrations are now open for this conference with a special package for companies registering for both OUTLOOK™ 2020 and OUTLOOK™ 2021, taking place in Lisbon on 21-23 April 2021. All information can be found on our website: <https://www.edana.org/events/outlook/outlook-europe>

