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

10.30 - 11.00
Fireside chat with Stefano Martinelli, Vice President UAE and KSA - Amazon

11.00 - 12.10
SESSION 1 – MARKET OVERVIEW IN THE MENA REGION

12.15 - 13.30
NETWORKING LUNCH

13.30 - 17.00
SESSION 2 - NONWOVENS IN PERSONAL CARE

17.00 - 18.00
FREE TIME TO VISIT THE TABLETOP EXHIBITION

19.00 - 21.00
NETWORKING EVENING COCKTAIL

Thursday, 25 January

09.00 - 09.30
WELCOME COFFEE & VISIT OF THE TABLETOP EXHIBITION

09.30 - 10.00
KEYNOTE SPEECH: Dr. Eng. Suaad Alshamsi

10.00 - 12.45
SESSION 3 - NONWOVENS & HEALTH

12.45 - 14.15
NETWORKING LUNCH

14.15 - 16.15
SESSION 4 - RAW MATERIALS & CIRCULARITY

16.15 - 17.30
CLOSING WORDS & FAREWELL DRINK
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

11.10 - 12.10
Session 1: Market overview in the MENA Region

Experts including, Jacques Prigneaux, EDANA’s Market Analysis & Economic Affairs Director, will open the conference with a market overview for the MENA region, including exploring investment opportunities in emerging sectors.

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.
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
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

The evolution of baby diapers in the Middle East market

- Market trends in the region
- Consumers requests and behaviors
- The main challenges form the technology point of view
09.00 - 09.30
KEYNOTE SPEAKER
Dr. Eng. Suaad Alshamsi, Senior program manager Catering & Midfield Dept. First UAE female aircraft engineer. Top aviation influencer in Middle East winner 2023. Aviation researcher

09.30 - 12.45
Session 3: Nonwovens & Health
Experts will showcase how nonwoven-based products contribute to maintaining high standards in the MENA region, offering facts, figures, and requirements for products in the medical and filtration markets.

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

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
Innovative solutions for a better tomorrow

This session will showcase how ExxonMobil has:

- developed sustainable solutions
- led industry innovations that advance modern living and is working towards a net-zero future
- supported the sustainability ambitions of the integrated nonwoven value chain and the hygiene industry

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