

Wednesday 9th October 2019

10.30 > 18.45 **Registration at the InterContinental Athenaeum Hotel**

Please wear your badge at all times for easier networking

11.00 > 11.45  WELCOME COFFEE AND NETWORKING

11.45 > 12.00 Opening and welcome address



Pierre Wiertz, General Manager,
EDANA (Belgium)



Michael Staal Axelsen, Group CEO,
Fibertex Personal Care (Denmark)

12.00 > 13.00 **TRADE, TECH AND 2020
THE OUTLOOK FOR THE GLOBAL ECONOMY**

- China-US trade tensions are and will remain the most significant threat to global growth. What is the prognosis for this fraught bilateral relationship and its impact on global trade and business?
- The trade war is one example of the new driver of international relations - geo-economics. What does geo-economics mean for business and how should companies prepare?
- Despite the volatility of global politics, some countries continue to prosper. Where are the best performing markets and what is the impact of China's Belt and Road Initiative here?
- The economic imperative of addressing climate change.



KEYNOTE SPEAKER

Robert Ward, Editorial Director,
The Economist Intelligence Unit (United Kingdom)



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#EdanaNonwovens
#NonwovensOutlook



13.00 > 14.15  LUNCH AND NETWORKING

GLOBAL PERSPECTIVES



MODERATOR

Johan Berlin, Managing Director, **Investkonsult Sweden** (Sweden)

14.15 > 14.45

ABSORBENT HYGIENE IN INDIA - ECHOING WITH NEWER SOUNDS - A MARKET FOR EVERYONE

- Key drivers of the Indian Market - Numbers reflect a golden decade
- What does the Indian consumer want? A socio-economic and geographical analysis – an opportunity for everyone
- India setting newer trends on products, raw materials, pricing, quality, process and marketing
- Government initiatives, new entrants, emergence of Private Label



Kanav Gupta, Business Development Manager,
Business Co-ordination House (BCH) (India)

14.45 > 15.15

AFRICA'S CHANGING HYGIENE SPACE AND THE OPPORTUNITIES IT PRESENTS

- New players and end of P&G/KC domination: Ontex in Ethiopia, Hayat in Nigeria and Kenya, return of Wemy Industries
- The changing retail space: South African retailers going North, European retailers going South, the rise of ecommerce and other start ups
- New diaper formats. Is Africa ready for pull ups ?
- The future of the hygiene sector in Africa



Raymond Chimhandamba, Director/Founder,
Handas Consulting (South Africa)

All presentations & moderated sessions will be held in English.
No simultaneous translation provided.

15.15 > 15.45

RUSSIAN AND EURASIAN AHP MARKETS: REGULATORY LANDSCAPE AND MARKET TRENDS

- Technical regulation in Russia and Eurasian Economic Union
- Trends in the hygiene market
- Specific features of regulation for hygiene products
- APCoHM activity in the field of AHPs



Petr Bobrovskiy, Executive Director,
**APCoHM (Association of Perfumery, Cosmetics,
Household Chemistry and Hygienic Goods Manufacturers)** (Russia)

15.45 > 16.15

 COFFEE BREAK AND NETWORKING

INNOVATION & PRODUCT DEVELOPMENT



MODERATOR

Bryan Haynes, Senior Technical Director/Global Nonwovens,
Kimberly-Clark Corporation (United States)

16.15 > 16.45

ABSORBENT HYGIENE PRODUCTS TESTING - NEW MARKET TRENDS AND LABORATORY CHALLENGES

- Performances of AHP have mostly reached a very good level in Europe and other countries. While such performance remains mandatory for product acceptance, users have developed new needs, and especially more subjective approaches. Fitness, comfort, softness, perceived moisture... Let's see how we can keep the connection between laboratory tests and user feedback.



Cédric Schoorens, Technical Manager,
SGS Hygiene Division EAME/APAC, **SGS** (France)



16.45 > 17.15

PRODUCT SAFETY – OPPORTUNITIES AND CHALLENGES FOR THE PERSONAL HYGIENE INDUSTRY

- Evolution and current status of product and consumer safety in the personal hygiene business
- Role and impact of Chemicals of Concern and Volatile Organic Compounds in the personal hygiene industry
- Analytical assessment of Chemicals of Concern and Volatile Organic Compounds
- Continuous improvement in product safety through cooperation along the value chain



Camilla Ohlson, Head of Market Strategy Personal Hygiene Europe, **Henkel** (Germany)



André Weiss, Manager Instrumental Analytics, **Henkel** (Germany)

17.15 > 17.45

PROVEN SKIN PROTECTION AND FRICTION REDUCTION DELIVERED FROM A NONWOVEN

- Exploration of industry leading personal care innovation in offering proven and measurable counter irritancy and wet friction benefits to nonwoven fabrics
- Water miscible and low viscosity provide easy processing in most common systems, biobased and biodegradable allow for future-proof products



Ryan McDonald, Applications Scientist, **Croda** (United Kingdom)

This programme may be subject to last-minute changes and cancellations.

The opinions expressed in the papers presented are those of the authors, and not necessarily those of EDANA. EDANA assumes no responsibility for these opinions or for accuracy of the information contained.

17.45 > 18.15

COMPOSITE MATERIALS IN TODAY'S GLOBAL HYGIENE MARKET

- Composite materials offer a performance spectrum unachievable with mono-components
- The hygiene industry uses many composite materials, such as to achieve elastic, yet soft and breathable laminates, to create absorbent cores, or to make nonwovens with very targeted properties
- We will highlight the achievable performance spectrum, and the impact of composites on sustainability



Michael Trinkaus, Director R&D and Application Engineering,
Mondi Personal Care Components (Germany)

18.15 > 18.45

SUSTAINABLE INNOVATION - VERSATILE SOLUTIONS FOR CURRENT INDUSTRY CHALLENGES

- Key regulatory / consumer perception challenges facing nonwoven single use products
- Urgency for quick response in providing pro-active solutions to retailers/ consumers
- Key innovations from Birla Purocel which will help turn challenges into opportunities
- How these innovations will help in bringing a paradigm shift to the sustainability of end products - technical verification and detailed elaboration
- Collaboration is the only way forward - value chains need to move quickly on filling the gaps and providing end to end-product solutions rather than working in own silos



Ashish Jajoo, Global Sales & Marketing Head Nonwoven,
Birla Cellulose (Aditya Birla Group) (India)



19.00 > 21.00

EDANA NETWORKING EVENING

at **InterContinental Athenaeum Hotel**

The ideal opportunity for relaxed networking

Dress code: business casual



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Thursday 10th October 2019

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09.00 > 09.45

CRUMBLING PILLARS... ... AND TURN OF THE 20TH CENTURY TIDE

- The pillars that have supported the 20th century namely, liberal democracy, Western-led globalisation and technological dominance of the 1st world, are undergoing structural changes and will likely not remain intact during the 21st century
- At the same time, another pillar that has been taken for granted for as long as we can remember, is calling upon all our attention and ability to collaborate – climate change has emerged to take center stage in politics and business
- What does the 21st century look like, when international institutions are weakened, technological leadership has shifted hands, political ideologies compete for longevity and climate challenges force us to find a global solution across all of these differences?



KEYNOTE SPEAKER

Daria Krivonos, CEO and Futurist,
Copenhagen Institute for Future Studies (CIFS) (Denmark)

09.45 > 10.30  COFFEE AND NETWORKING



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#NonwovensOutlook



CIRCULARITY (PART 1)



MODERATOR

Susan Iliefski-Janols, VP Product Sustainability,
Essity Hygiene and Health (Sweden)

10.30 > 11.00

THE PROMISE OF THE BIOECONOMY: CAN BIOREFINERIES CREATE THE SUSTAINABLE MATERIALS MANUFACTURING PLATFORMS OF THE FUTURE?

- Sustainability as a driver of the circular economy
- Biorefineries as manufacturing platforms for sustainable bio-based plastics and other materials
- The fate of petroleum-derived plastics and lessons for the nonwovens industry



Alexander A. Koukoulas,

Managing Director, **A2K Consultants LLC** (United States)

11.00 > 11.30

THE CHALLENGES AND OPPORTUNITIES OF SUSTAINABILITY IN HYGIENE

- Hygiene market landscape, consumer needs and trends, available solutions
- Regulatory implications and restrictions, partnering with the right partner to regain trust of the consumer. Highlight on SOI, Ecolabels and waste management solutions
- The future is here: Next generation solutions, opportunities in renewable materials and light weighting
- The move towards a circular economy



Nadine El Khoury, Communication Manager
& Sustainability Leader EMEIA, **Berry Global** (Spain)



Vincenzo D'Achiolli, Director of Product Marketing Hygiene
& Health Care EMEIA, **Berry Global** (Italy)

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11.30 > 12.00

CELLULOSE FOR SUSTAINABILITY

Is cellulose a sustainable solution? How do I know? This presentation will cover the following topics to illustrate the process Georgia-Pacific undertakes to instill confidence in their products, and cellulose overall as a sustainable solution with the end customer in mind.

- Sustainability philosophy
- Meaningful sustainability programs
- Sustainable benefits of cellulose



David E. Brabham, Sustainability Strategy Manager,
Georgia-Pacific (United States)

12.00 > 12.30

ALTERNATIVE MATERIALS FOR DISPOSABLE NONWOVENS: THE CHALLENGE TO PRODUCE PRODUCTS THAT CONSUMERS WILL WANT AND PAY FOR

- Legislation on single use plastics is coming, those companies that are proactive in assessing their technology options and product challenges will benefit in the long run
- This paper will evaluate the impact that this legislation will have on various nonwoven products and review the potential technology options to produce in a plastic free format
- The strengths and weaknesses of these differing technologies will be assessed



Richard Knowlson, Owner, **RPK Consulting**
NA Representative, **Dan-Web Machinery** (United States)

12.30 > 14.45

 LUNCH, COFFEE AND NETWORKING



CIRCULARITY (PART 2)



MODERATOR

Ioannis Hatzopoulos, Global Baby Care Sustainability Communications,
Procter & Gamble (Germany)

14.45 > 15.15

BRINGING DIAPERS INTO CIRCULAR ECONOMY: RECYCLING TECHNOLOGY

- FaterSMART: A unique technology designed to close the loop
- Key enablers for geo-scalability
- What's next: innovation pipeline



Enrico Dolce, Sales and Product Development Manager,
FaterSMART AHP Recycling BU (Italy)

15.15 > 15.45

GOING BEYOND A CIRCULAR ECONOMY - NEW SUSTAINABLE MATERIALS FOR NONWOVENS AND HYGIENIC APPLICATIONS

- A vision of a sustainable economy in which material, value and information are integrated and circulate together
- Resource sufficiency is a strong force that drives transition from a linear economy to a circular one and further still towards a sustainable economy
- Loss-resistant recycling, smart mastery of materials and high-performance materials will together enable access to a new era of sustainable resource sufficiency
- Introduction of case studies of using recycled fibres in nonwoven applications and development of innovative cellulosic-based fibres for non-woven textiles suitable for medical and hygiene products



Katariina Torvinen, Research Manager,
VTT Technical Research Centre of Finland (Finland)

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15.45 > 16.15

DIAPERS IN A CIRCULAR ECONOMY: CHALLENGES IN BELGIUM

- Waste and material management in Flanders
- Diapers within residual waste
- Potential for circularity of diapers and incontinence care products



Annemie Andries, Policy Officer Waste and Material Management,
OVAM (Belgium)

16.15 > 16.45

NO PLASTIC IN NATURE

- WWF efforts and strategy in tackling the root of plastic pollution
- WWF initiatives to accelerate a transition to a global circular plastics economy, with a focus on material and product re-design, consumer behavior and circular waste management
- Exploration of the core focus of the Plastic Smart City approach: a scalable action-program, to transform global hotspots for plastic pollution into circular economies, starting in cities in the top 5 most polluting countries, then moving on to the top 20 and other global hotspots

WWF (World Wide Fund for Nature)



17.45 > 20.30

THE OUTLOOK™ COCKTAIL PARTY at ARK Glyfada

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INTERACTIVE WORKSHOP: FURTHERING TRUST IN ABSORBENT HYGIENE PRODUCTS



FACILITATORS

Krzysztof Daniel Malowaniec, Senior Vice President,
Paul Hartmann (Germany)



Dirk Le Roy, Managing Director, **Sustenuto** (Belgium)

**Be part of the interactive experience, have your questions ready.
Your opinion matters! Interact with speakers and debate with peers.**

All presentations will be interactive with questions debated
in round tables of 6 to 10 persons.

09.00 > 09.45

EDANA QAP: A QUALITY STANDARD AND AUDITING AND CERTIFICATION PROGRAMME FOR THE AHP INDUSTRY



- Reasons behind developing QAP with the furthering trust concept
- Scope and operational considerations, how we turned the concept to work
- Pilot stage, open actions and timeline



Dominiek Tytgat, Group Purchasing Director, **Ontex** (Belgium)

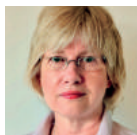
Marines Lagemaat,
Scientific & Technical Affairs Director, **EDANA** (Belgium)

09.45 > 10.15

 COFFEE BREAK

10.15 > 11.00

STEWARDSHIP PROGRAMME FOR AHPS



- Furthering trust initiative at EDANA for absorbent hygiene products
- Industry action on trace chemicals
- EDANA toolbox: identified trace chemicals, guidance values, corresponding analytics



Andrea Conrads-Wendtland, Scientific Consultant (Germany)

Edburga Krause, Global Product Stewardship,
Procter & Gamble (Germany)



PANEL DISCUSSION: CONCLUSIONS

All Speakers and



Thomas Broch, Regulatory & Scientific Affairs Manager,
Fibertex Personal Care (Denmark)



Åsa Johansson, Global Material Development Director, **Essity** (Sweden)

Mark A. Thornton, Global Director of Materials,
Procter & Gamble (Germany)

12.00 > 12.15

CLOSING REMARKS



Pierre Wiertz, General Manager, **EDANA** (Belgium)

12.15 > 13.00

GOODBYE DRINK

EDANA would like to thank Courtney Korselt (Bostik), Susan Iliefski-Janols (Essity), Mikael Staal Axelsen (Fibertex Personal Care), Krzysztof D. Malowaniec (Paul Hartmann), Patricia Featherstone (RKW), Bart Waterschoot (Ontex), Frantisek Klaska (PFNonwovens) for their help in setting up this programme.