












With the COVID-19 pandemic, the world's premier nonwovens personal care, hygiene & wipes product conference has reinvented itself: OUTLOOK™ 2020 goes online!

OUTLOOK™ 2020 will take place on 23 to 25 September: each day a 3-hour webinar will feature an outstanding programme with keynotes speeches, presentations and Q&A.

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 relocalisation of a dedicated supply chain in EMEA.







23 September 2020	Global Economy and Trade: scenarios for 2020-2022
<p>10.00 – 10.15</p>  	<p>Opening and Welcome Address</p> <p>Pierre Wiertz, General Manager, EDANA (Belgium) Mikael Staal Axelsen, Group CEO, Fibertex Personal Care (Denmark)</p>
<p>10.15 – 11.00</p>  	<p>KEYNOTE SPEECH</p> <p>THERE'S NO RETURNING TO BUSINESS AS USUAL – GEOPOLITICAL SCENARIOS SHAPING A POST-COVID-19 WORLD</p> <ul style="list-style-type: none"> • Six strategic scenarios • Transition and post-COVID-19 world • Uncertainties and dynamics that will most likely shape international affairs • Implications for the nonwovens industry <p>Jeffrey Saunders, Founder, Nordic Foresight (Denmark) Job Carroll Henning, Managing Partner, Auxano Strategies (USA)</p>

<p>11.00 – 11.45</p> 	<p>WORLD TRADE – LESSONS LEARNED (OR NOT) AND EXPECTED FLOW CHANGES FOR ESSENTIAL NONWOVEN-BASED MEDICAL DEVICES AND PPE</p> <ul style="list-style-type: none"> • Global economic outlook: much worse than it may look • Trade and investments: disproportionately affected • Key question on trade: China • Impact on PPEs and nonwoven <p>Hosuk Lee-Makiyama, Director, European Centre for International Political Economy - ECIPE (Belgium)</p>
<p>11.45 – 12.00</p>	<p>BREAK</p>
<p>12.00 – 12.45</p> 	<p>COPING WITH CHINA’S EMERGENCE: MANAGING THE CHALLENGES AND CAPTURING THE OPPORTUNITIES</p> <ul style="list-style-type: none"> • China shocked the global economic status quo in its rapid rise to the second strongest economy in the world • Rising alarm in the US, leading to increasingly dangerous trade and technology wars • Instead, leading global economies need to develop strategic and constructive responses • Focus on recognising China’s differences, finessing the challenges and capturing the opportunities • Where does this lead, as China’s economy is likely to become steadily more important globally? <p>David Dodwell, CEO, Strategic Access Limited (Hong Kong)</p>
<p>12.45 – 13.00</p>  	<p>NONWOVENS, YOU SAY? EDANA’s Integrated Communication Campaign on “The Benefits of Nonwovens”</p> <p>A communication campaign to raise awareness on the innovation and sustainable practices within our industry and highlight the unique benefits of nonwovens .</p> <ul style="list-style-type: none"> • How do we ensure our industry and its entire supply chain, remains an active participant in all regulatory discussions pertaining to the use of nonwovens in personal, healthcare, and durable products? • What more will EDANA do to position nonwovens as a sustainable material of choice and the industry as an active partner in achieving the goals of the European regulatory agenda and the United Nations’ 2030 Sustainable Development Goals? <p>Natacha Defeche, Marketing & Member Engagement Director, EDANA (Belgium) Seán Kerrigan, Director of Communications & Media Relations, EDANA (Belgium)</p>

<p>24 September 2020</p>	<p>Pandemic & Nonwovens industry response: Challenges turned into opportunities - A resilient and recession-proof industry?</p>
<p>10.00 – 10.15</p> 	<p>Opening and Welcome Address</p> <p>Johan Berlin, Managing Director, Investkonsult Sweden AB (Sweden)</p>
<p>10.15 – 11.00</p> 	<p>KEYNOTE SPEECH</p> <p>GLOBAL DISPOSABLE HYGIENE: CURRENT DISRUPTION AND FUTURE CHALLENGES AND OPPORTUNITIES</p> <ul style="list-style-type: none"> • 2020 and forecasted global/regional economic performance • 2020 and forecasted global/regional performance across key hygiene categories • COVID-19 impact scenarios and change in demand drivers for hygiene products in the coming years • Change in consumer preferences towards hygiene products using Euromonitor International Survey data <p>Per Brandberg, Research Analyst, Euromonitor (Lithuania)</p>
<p>11.00 – 11.30</p> 	<p>2020 – WHEN LINEAR THINKING MEETS EXPONENTIAL REALITY</p> <ul style="list-style-type: none"> • There is no black swan – there is enough meltblown • When VUCA world goes extreme • Consider trends and countertrends and where you are • How to forecast the next 10 years <p>Dr. Bernd Kunze, Managing Director, Reifenhäuser Reicofil (Germany)</p>
<p>11.30 – 11.45</p>	<p>BREAK</p>
<p>11.45 – 12.15</p> 	<p>EU PROCUREMENT OF PPES AND RELATED MDS-PROCEDURES, COVID-19 CALLS FOR TENDERS AND STOCKPILING - HOW THEY WORKED (OR NOT!), AND THE WAY FORWARD</p> <ul style="list-style-type: none"> • Supply and demand in the midst of a pandemic • Procurement in Europe • RescEU mechanisms • Emergency Support Instruments: Clearing House <p>Jesus Rueda, Director International Affairs, MedTech Europe (Belgium)</p>

<p>12.15 – 12.45</p> 	<h3>FACE MASKS - THE DILEMMA OF SUSTAINABILITY AND SANITARY PROTECTION</h3> <ul style="list-style-type: none"> • Market overview of single-use face masks and respirators • The ability for recycling of face masks/respirators and ideas for circular economy concepts • Alternative solutions for face mask/respirators: overview about new solutions/types of face masks and their efficiency and Government initiatives • Outlook for face masks/respirators and the circular economy <p>Carolin Rieckmann, Senior Consultant, Schlegel und Partner (Germany)</p>
<p>12.45 – 13.00</p> 	<h3>EDANA'S EU NONWOVEN-BASED FACE MASKS SUPPLY CHAIN PROJECT</h3> <ul style="list-style-type: none"> • How to promote the sustainable development of an independent and self-sufficient supply chain for medical face masks and personal protective masks in the EU • How to promote the adherence to applicable European Standards, and to minimum filtration requirements for Community Masks • What the industry needs <ul style="list-style-type: none"> ○ clear official estimates of the current and future EU needs for medical-grade face masks and personal protective masks (FFP2/3) ○ guarantees that stockpiling and procurement procedures would favour EU players in the supply chain and enable their sustainable business development <p>Daniel Krumme, Managing Director, Innovatec Microfibre Technology (Germany)</p>

<p>25 September 2020</p>	<p>Innovation, Sustainability and Product Stewardship: same answers in a changing market environment?</p>
<p>10.00 – 10.15</p> 	<p>Opening and Welcome Address</p> <p>Dr. Ioannis Hatzopoulos, Director - Global Baby Care Sustainability & Recycling Communications, Procter & Gamble (Germany)</p>
<p>10.15 – 11.00</p> 	<p>KEYNOTE SPEECH</p> <p>ENERGY FUNDAMENTALS AND FACTS UNCHANGED: A REALISTIC REVIEW OF POST-COVID ENERGY AND ENVIRONMENTAL PLANS AND EXPECTATIONS</p> <ul style="list-style-type: none"> • Fundamentals of energy and impact of Covid crisis on energy • Progress of renewable energy but also progress of fossil fuels • Geopolitical consequences and global overview of energy and environment policies • Importance of petrochemical industry and particularly plastic production <p>Samuel Furfari, Professor in Energy Geopolitics, Free University of Brussels (Belgium)</p>
<p>11.00 – 11.30</p> 	<p>ADVANCES IN PLASMA DEPOSITION OF FUNCTIONAL NANOCOATINGS FOR FILTRATION APPLICATIONS</p> <ul style="list-style-type: none"> • What is plasma technology • Functionalities deposited in filtration applications • Relevance to COVID-19 • Environmental benefits <p>Filip Legein, Director, Europlasma (Belgium)</p>
<p>11.30 – 11.45</p>	<p>BREAK</p>
<p>11.45 – 12.15</p> 	<p>ECOSYSTEMS AS INNOVATION DRIVERS - SMART SOLUTIONS, PRODUCTION AUTOMATION & SUSTAINABLE END-OF-LIFE SOLUTIONS</p> <ul style="list-style-type: none"> • THINK Smart! Digitally enabled hygiene solutions changing elderly care for patients and caregivers • Mini is mighty! Optimized production processes via air-conveyed autofeeding of adhesives • RETHINK end-of-life scenarios! Combination of substrates and adhesives as enablers for the vision of industrial compostable diapers <p>Michael Harwell, Head of Innovation, Consumer Goods Adhesives, Henkel (Germany)</p>

	<p>Jenna Koenneke, Head of Market Strategy, Consumer Goods Adhesives, Henkel (Germany)</p>
<p>12.15 – 12.45</p> 	<p>TRANSFORM CONVENTIONAL NONWOVEN TO BIODEGRADABLE BY POLYBUTYLENE SUCCINATE (PBS)</p> <ul style="list-style-type: none"> • Biobased, Biodegradable and Compostable • For Fiber and Nonwoven, BioPBS™ performs excellent spinnability in conventional machines and provides softness, good bonding and superior biodegradability • BioPBS™ is compatible well with natural fibers and other bio-polymer • Key applications are hygiene, tea bag/coffee filter, household, agriculture, etc. <p>Sunisa Manchanda, Senior Technical Service Engineer, PTT MCC Biochem (Thailand)</p>
<p>12.45 – 13.00</p>  	<p>EDANA'S STEWARDSHIP PROGRAMME ON AHP</p> <p>De-mystifying the debate about trace chemicals</p> <ul style="list-style-type: none"> • How the EDANA SP on AHP allows stakeholders to find a common way forward • Providing guidance to the suppliers along the supply chain • A quick review of the test approach • Chances of convincing stakeholders and avoiding/alleviating EU regulatory restrictions? <p>Anna Brodowsky, Vice President Public Affairs, Essity Hygiene & Health (Sweden) Marines Lagemaat, Scientific and Technical Affairs Director, EDANA (Belgium)</p>
<p>13.00 – 13.10</p>  	<p>CLOSING REMARKS</p> <p>Pierre Wiertz, General Manager, EDANA (Belgium)</p> <p>Dr. Ioannis Hatzopoulos, Director - Global Baby Care Sustainability & Recycling Communications, Procter & Gamble (Germany)</p>