



# ASIA OUTLOOK™ 2 0 1 8

ASIA'S ONLY  
**NONWOVEN  
PERSONAL CARE AND  
HYGIENE PRODUCTS  
CONFERENCE**

14-15 March 2018  
SINGAPORE | PARKROYAL  
ON PICKERING HOTEL

**OUTLOOK™ Asia is back for  
its fourth edition in Singapore**

This conference is the ideal platform for key nonwoven professionals around the globe to network, do business and catch-up on the exciting potential of the Asia Pacific region

**edana™**  
THE VOICE OF NONWOVENS



**#EdanaNonwovens  
#OUTLOOKAsia**

**[www.edana.org](http://www.edana.org)**



EDANA wishes to thank its press partners. You will find their publications at the International Press Corner in the foyer area.



## Wednesday 14<sup>th</sup> March, 2018

08.45 > 17.15 **Registration open at the Parkroyal on Pickering Hotel**

Please wear your badge at all times for easier networking

08.45 > 09.30  WELCOME COFFEE & NETWORKING

09.30 > 09.45 Opening and Welcome



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



**MODERATOR**

**Martin Rapp**, Chair of **EDANA**; Senior Vice-President & Composite Fibers Business Unit President, **Glatfelter Gernsbach** (Germany)

09.45 > 10.30 **REALISATION OF A «COHESIVE SOCIETY» IN ASIA**

- Aiming for a “Cohesive Society”
- Creating sustainable development through ESG
- What can we do for Asian people?



**KEYNOTE SPEAKER**

**Takahisa Takahara**, President & CEO, **Unicharm** (Japan)



Let's Tweet!

#EdanaNonwovens  
#OUTLOOKAsia



10.30 > 11.00

## OUTLOOK FOR ABSORBENT HYGIENE PRODUCTS IN ASIA PACIFIC: TRENDS AND OPPORTUNITIES

- Trends in both retail and away-from-home absorbent hygiene products across Asia Pacific compared to other regions
- Insights into differences in socio-economic and demographic factors across fast and slow growth markets
- Innovation in the absorbent hygiene products space
- 5-year forecast for retail absorbent hygiene sales in Asia Pacific and insights into the constituent factors



**Rusne Naujokaityte**, Senior Research Manager,  
**Euromonitor International** (Singapore)

11.00 > 11.30

## SANITARY PADS MARKETS IN EMERGING/ DEVELOPING COUNTRIES: THE CASE OF INDIA

- Overview of the market & players - only 20% women in India use sanitary pads
- Where is growth coming from?
- Why are just a few established brands in this large market?



**Sahil Dharja**, Managing Director, **Soothe Healthcare** (India)

11.30 > 12.00

 COFFEE BREAK & NETWORKING



**MODERATOR**

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

12.00 > 12.30

---

## HOW ADHESIVE INNOVATIONS CAN ENABLE NEXT GENERATION HYGIENE PRODUCTS DESIGNED TO MEET EVOLVING CONSUMER NEEDS

- The evolving needs of today's Asian consumers in adult incontinence, baby and feminine care segments
- Key product design trends in the absorbent hygiene industry aimed at satisfying unmet needs of Asian consumers
- Adhesive innovations for next generation product design via Conforma™, a super-soft enabling and stretchable adhesive, ODOGard® dry and wet odor controlling technology and an all new wetness indicator
- Favourable environmental profile



---

**Catherine Huang**, AP Marketing Manager for Hygiene, **H.B. Fuller** (China)



---

**Hockhin Tan**, Business Development Director for Hygiene SEA  
**H.B. Fuller** (Malaysia)

12.30 > 13.00

---

## COMFORT, FIT AND VALUE FOR FUTURE INNOVATION

- Market trends in the hygiene industry
- How polymers bring innovative solutions to meet industry needs
- Technical solutions covering nonwovens, film and adhesives
- Insight and further innovation for the future



---

**Cheryl Lim**, Hygiene Market Developer, **ExxonMobil Chemical** (Singapore)

13.00 > 14.00

 LUNCH AND NETWORKING

---



14.00 > 14.45

## OVERVIEW OF CHINA'S HYGIENE PRODUCTS MARKET

- Market overview and main competitors (baby diapers and feminine hygiene and incontinence products)
- Market trends over the next 5 - 10 years
- Product innovation



**Jiang Manxia**, Secretary General, **China National Household Paper Industry Association (CNHPIA)** (China)

14.45 > 15.15

## ABSORBENT NONWOVENS FOR HYGIENE APPLICATIONS; CHALLENGES AND INNOVATIONS

- Mechanism of absorbency in nonwovens and absorbency performance in AHPs
- Summary of the innovations from industry and from academia
- Raw materials including use of SAPs vs. wood pulp, polymer modification and nanomaterials, biocompatibility and environmentally-friendly materials and alternative to SAPs
- Nonwoven structure and product design including composite products, fit, comfort and 'quality of life' improvements
- Conclusion and outlook



**Robabeh Gharaei**, Materials Innovation Analyst, Fibres & Process, **World Textile Information Network (WTiN)** (United Kingdom)

15.15 > 15.45

 COFFEE BREAK & NETWORKING

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

15.45 > 16.15

## **TURNING TRENDS INTO REALITY: HOW RF5 TECHNOLOGY AND DIGITALIZATION WILL CHANGE SPUNMELT PRODUCTION**

### **How to solve the dilemma of competing and complementary trends?**

- With new technologies to soft nonwovens
- Technical answers of the new RF5 technology
- With digitalization from analytics to predictions to highly reliable productions
- What attitude, cooperation and mind-shifts are needed to turn ideas into reality in current times?
- Will the original, reliable world of engineering become meaningless in the future?



---

**Bernd Kunze**, Managing Director, **Reifenhäuser REICOFIL** (Germany)

---



16.15 > 17.00

## **COMPANY PRESENTATIONS**

Three nominees will each present their innovation in a 10-minute presentation. You will then elect the winner who will be announced at the dinner party. To cast your vote, please use the voting card inside your badge holder and bring it back to the registration desk before 18.15

---

17.00 > 18.00

## **PRODUCT PRESENTATIONS**



**Award Ceremony  
to announce  
and congratulate  
the winner**



**18.30 > 21.30**

## **OUTLOOK™ ASIA WALKING DINNER PARTY at the Lantern Bar, Fullerton Bay Hotel**

**18.15** Meet in lobby

**18.30** Buses departure from the hotel

A perfect place to network with your colleagues

The Lantern Bar derives its name from the landing point for Singapore's first immigrants, where red lanterns used to hang from the pier as a guide to seafarers.

The location offers a rooftop bar with panoramic views of the Marina Bay waterfront and the world-famous Singapore skyline

Business Casual Dress

**21.00 - 21:30** Busses return to the hotel





---

## Thursday 15<sup>th</sup> March, 2018

---

08.30 > 17.00 **Registration open at the Parkroyal on Pickering Hotel**

Please wear your badge at all times for easier networking

---

08.30 > 09.30  WELCOME COFFEE & NETWORKING

---



**MODERATOR**

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

---

09.30 > 10.15 **INNOVATION IN SOFTNESS IN NONWOVENS:  
ASIAN FOCUS WITH GLOBAL VIEW**

- Softness: from sensory to physical measures
- Soft nonwovens: landscape and trends
- Technological symphony: from formulation, fiber, bonding to post treatment
- Managing Trade-off



**KEYNOTE SPEAKER**

**Han Xu**, Principal Scientist Nonwoven Innovation and Commercialization  
Global Material Development and Supply,  
**Procter & Gamble Technology Co.** (China)



Let's Tweet!

#EdanaNonwovens  
#OUTLOOKAsia



10.15 > 10.45

## MELTBLOWN FIBER RESINS: SOLUTIONS FOR SOFT, EFFICIENT NONWOVENS

- Meltblown Fibre Resins is a new, patent-pending family of polyethylene (PE) resins
- Ideal fit for diapers, wipes, medical drapes & garments, sterilization packs, filtration and other hygiene and industrial applications
- Increased softness offers added value



**Yutaka Maehara**, Asia Pacific Application Technology Leader,  
Health and Hygiene, **Dow Chemical** (Japan)

10.45 > 11.15

## THE INDIAN ABSORBENT HYGIENE PRODUCTS MARKET – FINALLY DELIVERING ON ITS PROMISES?

- Why this is happening... taking a cue from the past and comprehending the future
- India Market Scenario – Indicating the opportunities that lie within India for AHP
- AHP products and raw materials trending in India
- Conclusion – The beginning



**Ritika Gupta**, Executive Director,  
**Business Co-Ordination House (BCH)** (India)

11.15 > 11.45

 COFFEE BREAK & NETWORKING

11.45 > 12.15

## CHINA'S "BELT & ROAD" VISION: REDEFINING GLOBALISATION, INVESTMENT AND INTERNATIONAL TRADE

- China's long-term vision of international trade and globalisation
- Strategic ambitions of the belt and road policy and the possible obstacles
- Long term implications of the policy - an emphasis on "quality growth"?



**David Dodwell**, Executive Director of the Hong Kong  
**APEC Trade Policy Study Group** (China)

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.

12.15 > 12.45

## HOW TO COMPARE DISPOSABLE DIAPER AND PANT PERFORMANCE AMONG DIFFERENT CONTINENTS. KEY UNMET NEEDS THAT MAY HELP DEFINE THE FUTURE OF THE DIAPER INDUSTRY

- Detailed benchmark report comparing the performance of baby and adult incontinence products
- Why much of the Chinese elite prefer imported products
- What needs to happen first before a reversal of perception will take place
- Raw material trends, including a forecast about future markets



**Carlos Richer**, Owner, **Richer Investment** (Mexico)

12.45 > 13.15

## NOVEL POLYPROPYLENE MODIFIER FOR THE IMPROVEMENT OF NONWOVENS

- Basic properties of novel low isotactic polypropylene
- Effects of the low isotactic polypropylene as an additive for polypropylene nonwoven processing
- Benefits of the low isotactic polypropylene addition; more softness, thinner and higher strength, excellent uniformity
- Mechanism for improvement of process-abilities



**Koichi Nishimura**, Deputy General Manager Performance Materials Lab **Idemitsu Kosan** (Japan)

13.15 > 14.30

 STANDING LUNCH & NETWORKING

14.30 > 15.00

## HOW E-COMMERCE (ALI BABA & AMAZON) IN THE CHINESE MARKET FOR HYGIENE AND PERSONAL CARE PRODUCTS HAS REACHED THE HIGHEST SHARE GLOBALLY (VS RETAIL)

- China e-commerce market: a brief introduction
- Feminine Hygiene Market introduction
- Key brands analysis
- Tips for doing business in China



**Penny Li**, Chairman and Founder, **Sun Young** (China)



**MODERATOR**

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

15.00 > 15.30

## NEW INSIGHTS INTO WETLAID SPUNLACING (WLS)



- Lessons learned from flushable wipes
- Customization of WLS products
- New materials, new applications: the future role of WLS for nonwovens



**Kai Pöhler**, Director Application & Business Development Specialty Paper & Nonwovens, **Voith Paper** (Germany)

**Thomas Weigert**, Application Technologist,  
**Trützschler Nonwovens** (Germany)

15.30 > 16.00

## DEVELOPMENTS OF A NEW ANTIVIRAL AND ANTIBACTERIAL SOLUTION FOR NONWOVENS



- Research and optimization of an antiviral molecule
- Application and characterization on nonwovens
- Antimicrobial and antiviral testing
- Real life testing

**Xavier Almeras**, R&D, **Devan Chemicals** (Belgium)

All presentations & moderated sessions will be held in English.  
No simultaneous translation provided.  
This programme may be subject to last-minute changes and cancellations.

16.00 > 16.30 **THE ROAD TO INDEX™2020**

- Gathering the global hygiene industry in 2017
- 'My INDEX experience' and making the best use of your time at the exhibition
- 2020 exhibitors confirmed and visitors profile from 2017: Who can you meet, who will be there



---

**Natacha Defeche**, Marketing & Member Engagement Director,  
**EDANA** (Belgium)

---

16.30 > 17.00 **Thanks & closing**

---

17.00 > 17.30  GOODBYE COFFEE

---

THANKS TO EDANA would like to thank  
**Johan Berlin**, Investkonsult (Sweden),  
**Krzysztof Malowaniec**, Paul Hartmann (Germany),  
**Peter Andersen**, Fibertex Personal Care (Malaysia),  
**Helen Choon**, Sumitomo Seika Asia Pacific (Singapore),  
**Tan Hockhin**, H.B. Fuller (Malaysia)  
for their help in setting up this programme.



Avenue Herrmann-Debroux 46  
1160 Brussels | Belgium  
P. +32 / 2 734 93 10  
info@edana.org

[www.edana.org](http://www.edana.org)

