OUTLOOK 2019™
LATIN AMERICA

THE WORLD’S PREMIER
NONWOVEN HYGIENE
PRODUCTS CONFERENCE
+ MEDICAL & FILTRATION

7 – 9 May 2019
SHERATON WTC HOTEL
SAO PAULO, BRAZIL

Programme
& Tabletop Catalogue

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Tuesday 7th May, 2019

08.30 > 17.30 Registration open at the Sheraton WTC Hotel
Room: Foyer Teatro – Please wear your badge at all times for easier networking

09.00 > 09.30 ♡ WELCOME COFFEE | ROOM: FOYER TEATRO

09.30 > 09.45 OPENING AND WELCOME

Dave Rousse, President, INDA (USA)
Pierre Wiertz, General Manager, EDANA (Belgium)

KEYNOTE & ECONOMIC INSIGHTS

MODERATOR
Dave Rousse, President, INDA (USA)

09.45 > 10.30 THE OUTLOOK FOR BRAZILIAN ECONOMY | ROOM: TEATRO

• Economic and political prospect
• Risks and opportunities
• The international scenario

KEYNOTE SPEAKER
Welber Barral Ph.D., Partner, Barral M Jorge Consultants (USA)

Let’s Tweet! @edananonwovens #OPLA19 @indanonwovens
10.30 > 11.00  COFFEE & NETWORKING BREAK | ROOM: FOYER TEATRO

11.00 > 11.30  HYGIENE RETAIL IN BRAZIL

- Brazilian retail overview
- How GPA is generating demand through innovation
- From private label to exclusive brands
- Hygiene categories in GPA business

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Christiane Cruz Citrangulo, Chief Marketing Officer, GPA - EXTRA (Brazil)

11.30 > 12.00  THE MAJOR CONSUMER TRENDS IN BRASILIAN RETAIL

- Impact of the recession on retail and consumers
- Consumer behavior - seeking the best cost versus benefit in choosing products
- What are the trends that are moving national retail?

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Gabriel Lescher Fagundes, Retail Service Account Manager, Nielsen (Brazil)

12.00 > 14.00  LUNCH & NETWORKING BREAK | ROOM: FOYER TEATRO
PRIVATE / RETAIL BRAND LABELS

MODERATOR
Alexandre de Toledo Corrêa, Business Unit Manager, Suzano (Brazil)

14.00 > 14.30
PRIVATE LABEL – WILL IT FINALLY TAKE OFF?

• Why private labels are small(er) especially in Brazil
• Can the heightened activity of late unlock the market?
• What would it mean if it were?

Marina Inserra, General Manager, Ontex (Brazil)

14.30 > 15.00
FROM COMMODITY TO INNOVATION: THE CHALLENGES TO REINVENT THE PHARMACY

• Can you picture a competitive market with little influence from brands and highly commoditized shopping experiences?
• This was part of the challenging scenario that Onofre/CVS faced to introduce relevant innovation in order to stand out from the pack
• Summary of how CVS broke through the inertia and recognized the key opportunities to reinvent the pharmacy in Brazil

Eduardo Mangione, Marketing & Operations Director, CVS (Brazil)

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15.00 > 15.30  CHANGE OR DIE

- The world has changed
- Permanent innovation: purpose, culture and management
- How to build a customer centric strategy
- The champion x challenger method

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Paulo Loeb, Co-Founder, F.biz (Brazil)

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Renato Mendes, Co-Founder, Organica (Brazil)

15.30 > 16.00  COFFEE & NETWORKING BREAK | ROOM: FOYER TEATRO

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PRODUCT DESIGN & CHALLENGES

MODERATOR
Scott Smith, Research Fellow, Evonik (Germany)

16.00 > 16.30  2019 BABY PANT BENCHMARK

- Baby pant performance benchmark comparing mature, developing, and emerging markets, with a more detailed look at the Mercosur market
- Baby pant product and raw material trends

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Carlos Richer, Chief Executive Officer, Richer Investment & Diaper Testing International (Mexico & USA)

16.30 > 17.00  INNOVATIONS IN SPUNMELT NONWOVENS

- Global trends for spunmelt nonwovens
- Regional overview - recent innovations in the region
- Upcoming technologies and trends

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Alfredo Ramenzoni Izzo, Product and Process Development Director, Fitesa (Germany)
17.00 > 17.30  **ADULT INCONTINENCE PRODUCTS IN LATIN AMERICA**

- Current state of the products available to consumers in Latin America and more specifically in Brazil
- Trends in product design
- How trends in China and Japan, Europe, and North America may influence the evolution of product design in Latin America.

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**Rosana Godoi**, Global Business Manager, **Tredegar** (Brazil)

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17.30 > 19.00  **THE OUTLOOK™ PLUS LATIN AMERICA TABLETOP RECEPTION**

**EDANA/INDA reception at the tabletop exhibition**

Room: Ballroom 1-3

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All presentations and moderated sessions will be held in English. Simultaneous translation in Portuguese & Spanish will be available. This programme may be subject to last-minute changes and cancellations.
Wednesday 8th May, 2019

08.30 > 17.30  Registration open at the Sheraton WTC Hotel
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08.45 > 09.15  WELCOME COFFEE & NETWORKING | ROOM: FOYER TEATRO

09.15 > 10.00  TRENDS AND OPPORTUNITIES IN THE DISPOSABLE HYGIENE MARKET
• Latin America in context: a glimpse of the sociodemographic impact in the region
• Overview of key categories in Brazil: nappies & diapers, feminine care and adult incontinence
• Perspectives of hygiene products: drivers and constraints predicted in Brazil

KEYNOTE SPEAKER
Rafael Pellegrini, Research Analyst, Euromonitor International (Brazil)

10.00 > 10.30  COFFEE & NETWORKING BREAK | ROOM: FOYER TEATRO

10.30 > 11.00  SILVER ECONOMY (LONGEVITY) IMPACTS CHALLENGES AND OPPORTUNITIES
• Current demography and the next 30 years
• Importance of gerontological culture in the adult diaper business
• Senior consumers, myths and truths

MODERATOR
Carlos Richer, CEO, Richer Investment & Diaper Testing International (Mexico & USA)

Willians Fiori, Manager of Professional Relations, Ontex (Brazil)
11:00 > 11:30  **ADULT INCONTINENCE**

*Heraldo Villalta*, Industrial Diretor, **CCM Industria & Comercio** (Brazil)

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11:30 > 12:00  **SHOPPING FOR ADULT INCONTINENCE PRODUCTS AT THE BRAZILIAN DRUGSTORE CHAIN**

- Who is the Senior Shopper today?
- How does she/he shop?
- How can we better serve these shoppers?

*Marcelo Vienna*, CEO, **InvestFarma / Poupafarma** (Brazil)

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12:00 > 13:00  **LUNCH & NETWORKING BREAK | ROOM: FOYER TEATRO**

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13.00 > 13.30  **SUSTAINABILITY**

**MODERATOR**

*Mariana Mynarski*, Global Marketing Manager, **Fitesa** (Brazil)

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13.00 > 13.30  **THE VALUE OF SUSTAINABILITY INITIATIVES**

- Our global context
- The importance of sustainability at Suzano and its key initiatives
- Eucafluff and its sustainability characteristics

*Maria Luiza de Oliveira Paiva*, Sustainability Director, **Suzano** (Brazil)

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13.30 >14.00  CIRCULAR ECONOMY, A RE-EDUCATION OF THE PRODUCTION SECTOR AND CONSUMPTION HABITS

• Sustainable solutions
• Mechanical and chemical recycling

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Fabiana Quiroga, Director of Recycling & Wecycle platform, Braskem (Brazil)

14.00 >14.30  ENVIRONMENTAL CLAIMS GUIDELINES – DEMONSTRATING RESPONSIBLE BUSINESS PRACTICE

• Who should use these guidelines, and why?
• What type of environmental claims do these guidelines apply to?
• Why are robust environmental claims important?
• Definitions, general principles, examples of good and poor practice

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Pierre Wiertz, General Manager, EDANA (Belgium)

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

14.30 >15.00  PACKAGING RECYCLING IN BRAZIL – CHALLENGES AND OPPORTUNITIES

• The Brazilian inclusive model of selective collection and recycling of packaging
• The National Law on solid waste
• How companies carry out their post-consumer responsibility in Brazil
• Trends and opportunities for the future

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Andre Vilhena, Executive Director, CEMPRE (Brazil)

15.00 >15.30  COFFEE & NETWORKING BREAK | ROOM: FOYER TEATRO
NEW MATERIALS & TECHNOLOGIES

MODERATOR

Richard Company (Brazil)

15.30 > 16.00

WHAT’S THE DEAL WITH CHANNELS, ANYWAY?

• How do channels change the performance of the core?
• What positive aspects do channels bring? What challenges?
• Do channels change the requirements of the superabsorbent polymer?
• How successful have manufacturers been when adding channels to commercial products?
• Are channels needed to go thin or fluffless?

Scott Smith, Research Fellow, Evonik (Germany)

16.00 > 16.30

SPRAYABLE OLEFINs, THE NEW TREND

• America’s overview of the hygiene market
• Sprayable olefins and their advantages

Cristina Frutuoso, R&D Manager, Colquimica (Portugal)

16.30 > 17.00

UNLEASH THE POTENTIAL OF YOUR MELTBLOWN NONWOVENS BY ENHANCING BARRIER PROPERTIES WITH PERFORMANCE POLYMERS

• Latin America market trends in hygiene
• How to improve barrier in meltblown structures
• New possibilities to meet market drivers by downgaging

Rita Cerveira, Market Developer, ExxonMobil Química (Brazil)

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17.00 > 17.30  FASTENING & HUMAN SENSE OF TOUCH

• Introduction: fastener functionality & sense of touch
• Quantification of the human sense of touch
• Repeatability defining “softness” objectively using SynTouch
• Correlation to consumer experience
• Implications for fastening

Geoff McGregor, Global Marketing Director Personal Care, VELCRO (United Kingdom)

Peter A. Botticelli, Manager of Sales & Production, SynTouch Inc. (USA)

17.30 > 19.00  THE OUTLOOK™ PLUS LATIN AMERICA TABLETOP RECEPTION

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08.45 > 09.15
Welcome Coffee & Networking | Room: Foyer Teatro

Filtration

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

09.15 > 09.45
The Relevance of Cabin Air Filtration
- Trends & drivers (air pollution/health awareness/digitalization)
- Contaminants types
- Media types for each contaminant type (why, when applicable, impact, differences... H&V capabilities)
- Cabin air media in electric vehicles

Kálmán Verebélyi Trejo, Account Manager - LATAM EIF/HESF/EIS, Hollingsworth & Vose (USA)

09.45 > 10.15
Beyond Spunbond Media
- Overview of conventional spunbond properties and limitations as filtration media
- Benefits of wetlaid calendered over conventional spunbond
- New filtration technology and further developments

Andre Pereira, Head of Sales, Ahlstrom-Munksjo (Brazil)

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COFFEE & NETWORKING BREAK | ROOM: FOYER TEATRO

11.00 > 11.30
FILTRATION MATERIALS IN HIGH HUMIDITY AND HIGH POLLUTION CONDITIONS

- Practical examples of depth filtration and surface filtration applications

Kari Luukkonen, Business Development Director-Filtration and New Business Areas, Fibertex Nonwovens (Denmark)

11.30 >12.00
EVALUATING AIR FILTER MEDIA BASED ON ISO 16890

- A quick refresher on ISO 16890
- Media selection based on ISO 16890, new low pressure drop HD media
- Selection of ISO 16890 rated filters for general ventilation based on EUROVENT

Rahul Bharadwaj, Applications Engineering Manager, Lydall Performance Materials (USA)

12.00 >13.30
LUNCH & NETWORKING BREAK | ROOM: FOYER TEATRO
MODERATOR
Pierre Wiertz, General Manager, EDANA (Belgium)

13.30 > 14.00
DEVELOPMENTS IN MEDICAL NONWOVENS
• Overview of medical nonwovens markets
• New developments in medical nonwovens
• Future opportunities

Dr. Andrew Hewitt, Lecturer in Textiles, University of Huddersfield (United Kingdom)

14.00 > 14.30
HOW SAFE ARE YOUR SURGICAL GOWNS AND DRAPES?
• Barrier properties against bacteria and viruses
• Current standards for surgical gowns and drapes
• Evaluation of wet bacterial penetration

Mark Croes, Consultant Hygiene and Medical, Centexbel (Belgium)

14.30 > 15.00
Coffee & Networking Break | Room: Foyer Teatro

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15.00 > 15.30 DISPOSABLE GOWNS AND DRAPES LOW PENETRATION RATES – CHALLENGES & OPPORTUNITIES FOR INDUSTRY

- The use of gowns and drapes to mitigate risk of disease transmission
- Nonwoven, film and laminate industries have evolved strongly in this category
- Low penetration rate drives innovative solutions

__Luis Tamaoki__, Director, Product Development & Services, **Berry Global** (Brazil)

15.30 > 16.00 HIDDEN COSTS OF SURGICAL GOWNS

- Indirect costs play a significant role in the life cycle costs of surgical gowns
- These costs should be included in the decision making
- The study presents the key differences in costs between single-use and reusable alternatives

__Yuki Hamilton Onda Kabe__, LCA Specialist, **Braskem** (Brazil)

16.00 > 16.15 THANKS & CLOSING REMARKS

__Carlos Benatto__,
Managing Director, **Fibertex Nonwovens** (Brazil),
and Managing Director, **ABINT** (Brazil)