

CONFERENCE SCHEDULE & ACTIVITIES

Day 1 Tuesday 23 September 2025

- 08.30 Opening of the registration desk & the exhibition / Welcome coffee
- 09.30 Welcome words
- 09.45 Keynote presentation - Ambassador Ivo H. Daadler
- 10.45 Coffee break
- 11.30 Session 1 - Latest trends in the absorbent hygiene products market in developing countries
- 13.00 Networking lunch
- 14.30 Session 2 - Driving growth and resilience in the hygiene sector: navigating regulations and financing opportunities
- 16.00 Free time for networking
- 19.00 Evening Cocktail at the Marriott Hotel in the exhibition area

Day 2 Wednesday 24 September 2025

- 08.30 Opening of the registration desk & the exhibition / Welcome coffee
- 09.30 Keynote presentation - McKinsey & Company
- 10.30 Coffee break
- 11.15 Session 3 - Green claims in practice: What you can – and can't – say about your products
- 12.30 Networking lunch
- 14.00 Session 4 - Wipes session: Consumers, constraints and new concepts
- 16.00 Free time for networking
- 19.00 Evening Cocktail at the Buda Castle's Golden Bastion

Day 3 Thursday 25 September 2025

- 08.30 Opening of the registration desk & the tabletop exhibition / Welcome coffee
- 09.00 Keynote presentation - Roover Consulting
- 10.30 Hiro Technologies
- 11.00 Closing words
- 11.15 Farewell drink

Tuesday 23 September

08.30 > 18.00 **Registration at the Marriott Budapest Hotel**

Please wear your badge at all times for easier networking

08.30 > 09.30 WELCOME COFFEE AND OPENING OF THE TABLETOP EXHIBITION

09.30 > 09.45 Opening and welcome address

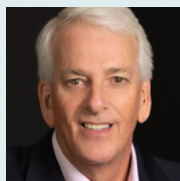


Murat Dogru, General Manager, EDANA

09.45 > 10.45

THE FUTURE OF GLOBAL ALLIANCES: IMPACTS ON INTERNATIONAL BUSINESS

Ambassador Ivo H. Daalder explores the evolving landscape of global alliances and their significant impacts on international trade and economics. Drawing from his unparalleled experience with NATO and the U.S. National Security Council, he provides an insider's perspective on the shifts in international relations and how these changes influence global economic policies. This topic addresses the need for businesses to adapt to the new norms of international cooperation and competition, offering strategies to leverage these developments for global expansion and sustainability.



KEYNOTE SPEAKER

Ambassador Ivo H. Daalder



Murat Dogru,
General Manager, EDANA

10.45 > 11.30 COFFEE BREAK AND VISIT OF THE TABLETOP EXHIBITION

LATEST TRENDS IN THE ABSORBENT HYGIENE PRODUCTS MARKET IN DEVELOPING COUNTRIES



MODERATOR

Jacques Prigneaux,

Market Analysis & Economic Affairs Director, EDANA

11.30 > 11.50

THE GREAT DIAPER SHAKEUP 2025

- What's triggering the global retreat of diaper giants — and what power shifts are reshaping the AHP industry?
- How can local and regional players seize the moment with agile models, sustainability, and smart risk hedging?
- What does the future of premium hygiene products look like in high-risk, high-growth markets?



Japan Trivedi, International Business

Development Head - Narula Nonwoven Company

11.50 > 13.00

Latest trends in the AHP market in developing countries

In this engaging sessions, experts will provide valuable insights into the ever-evolving Absorbent Hygiene Products industry. We will explore market growth and opportunities, sustainability initiatives, innovations, technological developments, and regulatory activities. This discussion covers essential product categories such as diapers, menstrual, and incontinence products.



Baoping (Lucy) Cao,

Deputy Secretary General,
CNHPA
(China)



Raymond

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



Kanav Gupta,

Associate Director,
BCH
(India)

13.00 > 14.30

 NETWORKING LUNCH & VISIT OF THE TABLETOP EXHIBITION

DRIVING GROWTH AND RESILIENCE IN THE HYGIENE SECTOR: NAVIGATING REGULATIONS AND FINANCING OPPORTUNITIES



MODERATOR

Alexander Heusch,
Regulatory Affairs Manager, EDANA

14.30 > 15.20

COMPLIANCE AND COMPETITIVENESS IN A CHANGING AND DIVERGING WORLD

- The impact of the EU's competitiveness agenda on Green Deal implementation
- EU's sustainable finance framework designed to promote sustainable investments and reporting (CSRD, CS3D and Taxonomy)
- ESPR and new sustainability parameters regulations - where EU product policy is headed
- "Traditional" Product Regulations, e.g., REACH
- The fate of Environmental, Social & Governance (ESG) legislation in the US
- Green claims, potential private claims - compliance or competitiveness?



Ruxandra Cana, Partner, Steptoe

15.20 > 16.00

UNLOCKING EU FUNDS: HOW TO FINANCE GROWTH IN THE HYGIENE SECTOR

- How does competitiveness translate in EU funding
- The current public funding landscape, including updated tools from the new Commission and the upcoming EU financial framework (2028-2034) - MFF
- The business models with EU funds
- The most relevant programmes for the hygiene sector
- The process to obtain and secure these funds
- How stakeholders can be supported in navigating these opportunities



Floortje de Vink, Senior Consultant, Schuman Associates

16.00 > 17.00



FREE TIME TO NETWORK AND VISIT THE TABLETOP EXHIBITION

19.00 > 21.00



**EDANA Networking Evening Cocktail at the
Marriott Hotel in the tabletop exhibition area**

Wednesday 24 September

09.00 > 18.00 **Registration at the Marriott Budapest Hotel**

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09.00 > 09.30 WELCOME COFFEE AND VISIT OF THE TABLETOP EXHIBITION



MODERATOR

Murat Dogru, General Manager, EDANA

09.30 > 10.30

STATE OF GROCERY 2025: RETAIL CONTEXT, CONSUMER BEHAVIOR AND IMPACT ON NONWOVEN CATEGORY

The presentation from McKinsey & Company covers key trends influencing grocery retail context in Europe in 2025 - consumer attitudes and preferences, channel and spend behavior and consumer response to inflation. It will draw conclusion about impact of this trends on nonwoven category and actionable recommendations.

KEYNOTE SPEAKERS



Nadya Snezhkova,
Senior Expert in
Consumer Insights



Markus Neumann,
Expert, Global
Chemicals and Agriculture

10.30 > 11.15

 COFFEE BREAK AND VISIT OF THE TABLETOP EXHIBITION

GREEN CLAIMS IN PRACTICE: WHAT YOU CAN – AND CAN'T – SAY ABOUT YOUR PRODUCTS



MODERATOR

Brieuc Lits, Public Affairs Director, EDANA

11.15 > 11.40

CONSUMER TRUST IN GREEN CLAIMS - AVOIDING GREENWASHING & THE ROLE OF THE EU ECOLABEL

- What do consumers expect from green marketing?
- What are understandable green claims?
- How can companies reliably substantiate their green claims?



Miriam Thiemann,

Policy Officer for Sustainable Consumption
European Consumer Organisation - BEUC

11.40 > 12.05

CERTIFICATION OF LIFE CYCLE ASSESSMENTS AND GREEN CLAIMS

- Does LCA certification bring benefits beyond green claim certifications?
- How long does it take to obtain a LCA certification?
- Is LCA certification recognised by all verifiers of green claims?



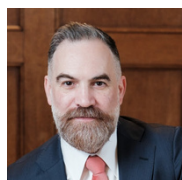
Marc Boissonnet,

Sustainability Director
TIC Council

12.05 > 12.30

GREEN TALK, STRAIGHT TALK: HOW SELF- REGULATION BUILDS TRUST IN ADVERTISING

- The credibility gap: why consumers are skeptical of green claims and how misleading messaging erodes trust
- Self-regulation in action: how industry-led standards and guidelines can prevent greenwashing and promote transparency
- From hype to credibility: how advertisers can turn “eco-talk” into real, lasting consumer trust



Ludovic Basset,

Director General
EASA - European Advertising Standards Alliance

12.30 > 14.00

 NETWORKING LUNCH & VISIT OF THE TABLETOP EXHIBITION

WIPES SESSION: CONSUMERS, CONSTRAINTS AND NEW CONCEPTS



MODERATOR

Bernhard Awolin, Consultant
Bernhard Awolin Consulting

14.00 > 14.25

WET WIPES, SEWERS, AND SHARED RESPONSIBILITY: FINDING REAL SOLUTIONS TOGETHER

- Why do wet wipes continue to cause blockages and costs for customers, despite existing 'flushability' standards?
- What are governments and regulators across Europe doing to address this challenge?
- How can the water and wipes industries work together on solutions that genuinely protect sewers, the environment, and customers?

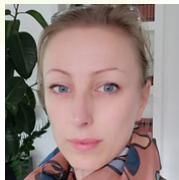


Leila Swan, Head of Drinking Water, Water UK / Member of the EurEau Committee on Wastewater (EU2)

14.25 > 14.50

HOW EARTH'S BOUNDARIES COME TO PLAY FOR THE WIPES INDUSTRY

- What are the key legislative changes currently affecting the wipes industry?
- How do these regulations impact the availability and sourcing of raw materials?
- In what ways is changing consumer behavior shaping the future of the wipes sector, and what new challenges are emerging as a result?



Elisabeth Swennenhuis, Manager Market Insight, Suominen Corporation

14.50 > 15.15

AN EXAMPLE OF CROSS INNOVATION IN CONSUMER GOODS: SOAPY WET WIPE HAVING INCREASED CLEANING EFFECT AND SKIN BARRIER FUNCTIONS

- Can using a wet wipe be an alternative for handwashing with water and soap?
- What are the benefits of natural soap to skin?
- Is it possible to make new wipe product segments using different ingredients?



Dr Nimet Uzun Kalender, Head of R&D (Hygiene), Evyap

15.15 > 15.40

GLOBAL TRENDS AND CONSUMER DYNAMICS IN THE DISPOSABLE WIPES MARKET: TRENDS AND INSIGHTS



- How are wipes performing?
- How are they being purchased?
- How does sustainability show itself in the wipes market?

Per Brandberg, Consultant, Euromonitor International

15.40 > 16.00

PANEL DISCUSSION

16.00 > 18.00



FREE TIME TO NETWORK AND VISIT THE TABLETOP EXHIBITION

19.00 > 21.00

Join us for an unforgettable evening at the Golden Bastion, nestled within the historic Buda Castle complex. Enjoy a majestic view over the Danube River while networking with fellow industry professionals in a unique and elegant setting.

Transfers to and from the hotel will be arranged.
Dress code: Business casual



Thursday 25 September

08.30 > 11.00 **Registration at the Marriott Budapest Hotel**

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08.30 > 09.00 WELCOME COFFEE AND OPENING OF THE TABLETOP EXHIBITION



MODERATOR

Marines Lagemaat, Scientific & Technical Affairs Director,
EDANA

09.00 > 10.30

MAKING AI WORK: INTERACTIVE INSIGHTS INTO TOOLS, RISKS & ROLLOUT

A hands-on, interactive exploration of how AI tools can spark creativity, accelerate ideation, and enhance product development workflows

This part includes inspiring live demos and real-world use cases that show the power of AI when put directly into the hands of innovators.



KEYNOTE SPEAKER

Oliver Breucker, Co-CEO & AI Consultant, Roover Consulting

From Play to Practice – Implementing AI Responsibly in Organizations

This second segment focuses on translating AI potential into practice - addressing implementation challenges, compliance issues, data governance, and collaboration with legal and works council stakeholders. A pragmatic take on what's needed to turn AI enthusiasm into sustainable action.

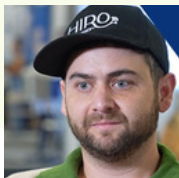


KEYNOTE SPEAKER

Robin Reuschel, Co-CEO & AI Consultant, Roover Consulting

Oliver and Robin will then jointly answer audience questions, bridging creativity and compliance for a well-rounded understanding of AI adoption.

10.30 > 11.00

THE WORLD'S FIRST MYCODIGESTIBLE™ DIAPER

- What are plastic-eating fungi and how do they work?
- How do plastic-eating fungi break down a diaper?
- How are the fungi applied to the diaper in a safe and practical way?

Eric Ricciardi, President, HIRO Technologies

11.00 > 11.10

CLOSING WORDS11.10 > 12.30  FAREWELL COFFEE**MANY THANKS TO OUR SPONSORS**

All presentations and moderated sessions will be held in English.

This programme may be subject to last-minute changes and cancellations. All timings are approximate and may be subject to change due to unforeseen delays or adjustments.

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