

PROGRAMME

Tuesday, 23 September

08.30 REGISTRATION DESK OPEN - WELCOME COFFEE & OPENING OF THE EXHIBITION

09.30 WELCOME ADDRESS

09.45 KEYNOTE PRESENTATION - IVO DAADLER

10.45 NETWORKING BREAK

11.30 SESSION 1 - LATEST TRENDS IN THE ABSORBENT HYGIENE PRODUCTS
MARKET IN DEVELOPING COUNTRIES

13.00 NETWORKING LUNCH

14.30 SESSION 2 - COMPLIANCE AND COMPETITIVENESS IN A CHANGING AND
DIVERGING WORLD

16.00 FREE TIME FOR NETWORKING

19.00 EVENING COCKTAIL AT THE MARRIOTT HOTEL

Wednesday, 24 September

09.30 KEYNOTE PRESENTATION

10.30 NETWORKING BREAK

11.15 SESSION 3

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

Thursday, 25 September

09.00 KEYNOTE PRESENTATION

10.00 NETWORKING BREAK

10.30 SESSION 5

12.00 FAREWELL DRINK

Tuesday 23 September 2025**08.30 - 18.00**
REGISTRATION DESK OPEN**08.30 - 09.30**
WELCOME COFFEE & VISIT OF THE EXHIBITION**09.30 - 09.45****OPENING WORDS**
Murat Dogru, General Manager of EDANA**09.45 - 10.45****Keynote speaker: Ambassador Ivo H. Daalder****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.

**10.45 - 11.30**
NETWORKING BREAK & VISIT OF THE EXHIBITION

11.30 - 13.00

Session 1 - 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.



Japan Trivedi, International Business Development Head - Narula Nonwoven Company

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?

Major developing countries**South Africa:**

Raymond Chimhandamba, Director - Handas Consulting

**China:**

Baoping (Lucy) Cao, Deputy Secretary General - CNHPPIA

More speakers soon confirmed.



13.00 - 14.30
NETWORKING LUNCH

14.30 - 16.00

Session 2 - Compliance and competitiveness in a changing and diverging world



Ruxandra Cana, Partner - Steptoe

- 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?



Floortje de Vink, Senior Consultant - Schuman Associates

Q&A Panel discussion

16.00 - 18.00

Free time to network, visit the exhibition and organise meetings



19.00 - 21.30

**NETWORKING EVENING
COCKTAIL AT THE MARRIOTT
HOTEL**




Wednesday 24 September 2025

08.30 - 18.00
REGISTRATION DESK OPEN

 09.00 - 09.30
WELCOME COFFEE & VISIT OF THE EXHIBITION

09.30 - 10.30
KEYNOTE SPEECH (TBD)

 10.30 - 11.15
NETWORKING BREAK

11.15 - 12.30
Session 5

 12.30 - 14.00
NETWORKING LUNCH

14.00 - 16.00
Session 4 - Wipes session: Consumers, constraints and new concepts



Elisabeth Swennenhuis, Manager Market Insight - Suominen

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?



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

An example of cross innovation in FMCG industry: 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?

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**NETWORKING EVENING COCKTAIL
AT THE BUDA CASTLE'S GOLDEN
BASTION**



Thursday 25 September 2025

08.30 - 18.00
REGISTRATION DESK OPEN

 **08.30 - 09.00**
WELCOME COFFEE & VISIT OF THE EXHIBITION

09.00 - 10.00
KEYNOTE SPEECH (TBD)

 **10.00 - 10.30**
NETWORKING BREAK & VISIT OF THE EXHIBITION

10.30 - 12.00
Session 5



12.30 - 13.30
FAREWELL DRINK

Thanks to our Sponsor



Investkonsult Sweden AB
Consultants to the
nonwoven and absorbent
hygiene industries

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.

The opinions expressed in the papers presented are those of the authors, and not necessarily those of EDANA.

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