

# DRAFT SCHEDULE

## Tuesday, 23 September

09.20 OPENING OF THE CONFERENCE

09.30 KEYNOTE PRESENTATION - IVO DAADLER

10.30 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

15.30 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****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?

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**

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

**09.00 - 10.00**  
**KEYNOTE SPEECH (TBD)**

 **10.00 - 10.30**  
**NETWORKING BREAK**

**10.00 - 12.00**  
**Session 5**

 **12.30 - 14.00**  
**NETWORKING LUNCH**

**14.00 - 15.30**  
**Session 4 - Wipes**



**Elisabeth Swennenhuis, Manager Market Insight - Suominen**

**How earth's boundaries come to play for the wipes industry**

More to be confirmed soon.

**15.30 - 18.00**  
**Free time to network, visit the exhibition and organise meetings**

 **19.00 - 21.30**  
**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 - Innovative startups showcasing breakthroughs in materials, technology, and sustainability**

Join us for a dynamic session showcasing start-ups redefining the boundaries of innovation across materials, technology, and sustainability. These pioneers are not only disrupting their industries but are also providing real solutions to global environmental and societal challenges.

**Miki Agrawal, Founder - Hiro Technologies**

Hiro is revolutionizing the diaper industry with the world's first MycoDigestible™ diapers. Powered by fungi that digest plastics in landfills, Hiro offers a radically sustainable alternative to traditional disposable products.

More to be confirmed soon.

 **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.  
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