

Outlook

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A HYGIENE PLUS
CONFERENCE

HOTEL LE MÉRIDIEN BEACH PLAZA

M o n a c o

8 - 10 OCTOBER 2003



Outlook 2001 was perfect...

Congratulations on a networking success

do it again

Outlook₂₀₀₃

**A H Y G I E N E P L U S
C O N F E R E N C E**



Topics include

- ♦ Hygiene products global trends
- ♦ World trends for 21st century
- ♦ New EU chemical policy
- ♦ Intellectual property
- ♦ Creation of private label products
- ♦ Values in value creation
- ♦ Reduced VAT on hygiene products
- ♦ US Government commitment to American business success abroad
- ♦ Hygiene products – can testing go international
- ♦ Incontinence products – public procurement challenges
- ♦ Impact of innovation on everyday life
- ♦ The advantages of nonwovens in o.r.
- ♦ Nature's nonwovens – the spider's web

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Wednesday ♦ 8 OCTOBER 2003

10.00 ▶ 19.00

Registration at Le Méridien Beach Plaza Hotel
Please wear your badge at all times to help contacts.

13.30 ▶ 14.00

COFFEE & NETWORKING

MODERATOR

Pieter Meijer, Vice President Sales & Marketing, BBA Nonwovens Europe

14.00 ▶ 15.30

World trends for the 21st century

- ♦ Political, economic and technological perspectives
- ♦ Parameters for technological breakthroughs
- ♦ Product generation development
- ♦ Training to involve sociological and demographic reflections

Prof. Dr. Claus Kernig (*Germany*)

15.30 ▶ 16.00

COFFEE & NETWORKING

16.00 ▶ 17.30

New EU chemical policy

- ♦ Background: The 2001 White Paper on a New EU Chemical Policy
- ♦ The REACH system, Registration, Evaluation and Authorisation of Chemicals
- ♦ Main features and novelties of the proposed regulations
- ♦ Implication for downstream users of chemicals, in particular for manufacturers of articles

Nick Burge, *Head of the "White Paper Team", D.G Enterprise, European Commission*

The US government commitment to American business success abroad

- ♦ Economic-political climate US and Europe
- ♦ Main trade issues affecting commerce
- ♦ US government aid to American companies
- ♦ US Commercial Service "customized solutions"

Camille Sailer, *Senior Commercial Officer, American Embassy Brussels*

18.30 ▶ 20.30

EDANA COCKTAIL PARTY

Le Méridien Beach Plaza Hotel
The ideal opportunity for networking



Thursday ♦ 9 OCTOBER 2003

8.00 ▶ 18.00

Registration desk open

9.00 ▶ 9.30

COFFEE & NETWORKING

MODERATOR

Jesper Kaalbye, Assistant to Managing Director, Fibertex A/S (*Denmark*)

9.30 ▶ 11.00

The consumer becomes international-Can testing also go international?

This global presentation will answer questions such as:

- ♦ Can identical products be tested in different world wide locations with comparable results ?
- ♦ Can we correlate consumer tests and laboratory test results ?
- ♦ Do the factors of culture, economics and exposure to advertising claims affect the consumer's perception of quality?

Introduction

Dr Konrad Giersdorf, Project Officer, Stiftung Warentest (*Germany*)

Baby Diaper Panel Testing in Western Europe

Dipl. Ing. Uwe Assmus, Institut Fresenius (*Germany*)

Baby Diaper Panel Testing in Eastern Europe

Svetlana Solovieva, Centre for Testing and Certification (*Russia*)

Baby Diaper Panel Testing in the United States

Nancy Dravis, Shuster Laboratories, Inc. (*USA*)

Correlation Between Consumer Panel Testing and Laboratory Testing

Franck Courtray, Courtray Consulting – Labservice (*France*)

Lab and Panel Tests of Baby Diapers: Benefits and traps of different test approaches

Dr Edgar Hermann, Hygiene Technologie, GmbH (*Germany*)

Feminine Hygiene Product Testing in Western and Eastern Europe

Alexandria Hild, Verein fuer Konsumenteninformation (*Austria*)

and Dr. Gerard Luijckx, TNO (*The Netherlands*)

11.00 ▶ 11.30

COFFEE & NETWORKING

11.30 ▶ 12.30

Disposable hygiene products-global trends and overview

- ♦ Global and regional trends and developments
- ♦ Demographic shifts and macro-economic background
- ♦ Retail infrastructure including private label penetration
- ♦ Global players and strategies

Irina Barbalova, IMIS Account Manager, Euromonitor Plc (*UK*)

Selection and provision of absorbent incontinence products.
Challenges and questions from the perspective of public procurement,
performance testing and healthcare professionals.

- ♦ Product and product evaluation
- ♦ Prescribers' perspective
- ♦ Purchasing process in various European countries
- ♦ Challenges and questions

Dr. Alan Cottenden, *Senior Lecturer in Medical Physics, University College London, Department of Medical Physics and Bioengineering (UK)*
Håkan Leander, *Project Leader, Hjalpmedelsinstitutet, The Swedish Handicap Institute (Sweden)*

12.30 ▶ 14.00

LUNCH – EDANA offers you a casual buffet lunch to help you continue with your networking.

M O D E R A T O R

Joanna Goodwin, Director, Corporate Communications Kimberly-Clark EMEA

14.00 ▶ 15.30

Values in value creation

- ♦ The ethics of making business
- ♦ Conflict between people and the system
- ♦ Ethics risks in the economy

Prof. Dr. Ulrich Hemel, *CEO, Paul Hartmann AG (Germany)*

Intellectual property-one of a company's most valuable assets

- ♦ Danger of not using intellectual property fully
- ♦ Not creating intellectual property that will generate profits
- ♦ Correct links can result in higher profits and unexpected business opportunities

Dr. John Pollaro (*USA*)

15.30 ▶ 16.00

COFFEE & NETWORKING

16.00 ▶ 17.00

The EU review of reduced VAT rates and absorbent hygiene products

- ♦ Current VAT treatment on absorbent hygiene products
- ♦ Review of goods with reduced VAT
- ♦ Arguments why absorbent hygiene products should be included in new reduced rates list
- ♦ Impact on, and role of new EU candidate countries

Joris Pollet, *Associate-Director Corporate External Relations, P&G Europe*

Nature's nonwovens: the spider's web

- ♦ Spider's webs are tightly interlinked, nonwoven networks of silk
- ♦ Building materials which can only be described as high-tech
- ♦ How to copy this material and integrate into commercial structures

Prof. Fritz Vollrath, *Oxford University (UK)*

18.30 ▶ 20.30

The Monaco Cocktail



This glittering cocktail will be held
in the Salle Belle Epoque of the Hotel Hermitage,
Square Beaumarchais in the heart of Monte-Carlo.
It is kindly offered by the Monegasque Government and EDANA.

N O R M A L B U S I N E S S S U I T

Friday ♦ 10 OCTOBER 2003

8.30 ▶ 14.00

Registration desk open

9.00 ▶ 9.30

COFFEE & NETWORKING

MODERATOR

Paul Dewingaerden, *Secretary General, EDANA (Belgium)*

9.30 ▶ 10.30

Creation of Private Label products-opportunities among challenges

- ♦ Professional creation of Private Label products
- ♦ Product development & patent issues
- ♦ Product lab & consumer panel testing
- ♦ Economics

Krzysztof Malowaniec, *Senior Vice President Strategic Development, Paul Hartmann AG (Germany)*

10.30 ▶ 11.00

COFFEE & NETWORKING

11.00 ▶ 12.00

The advantages of nonwovens in the operating theatre

- ♦ Is there a conflict between re-usable and single-use products?
- ♦ An in-use comparison between reusable and single-use products
- ♦ Key benefits of nonwovens

Dr Vittorio Mantovani, *Ospedale di Circolo e Fondazione Macchi (Italy)*
Dr Jan Hoborn, *Director of Medical Sciences, Mölnlycke Healthcare AB (Sweden)*

The impact of innovation on everyday life

- ♦ Profound dreads and desires
- ♦ Perceived cost involved
- ♦ Mechanisms of negotiation
- ♦ Results from empirical studies

Prof. Agnes Allansdottir, *Department of Communication Sciences, University of Sienna (Italy)*

Thanks

EDANA would like to thank Ingemar Bengtson (*Trioplanex International*), Franck Courtray (*Courtray Consulting-Labservice*), Krzysztof Malowaniec (*Paul Hartmann*), František Klaska (*Pegas*) and Georg Werner (*Ekotec*), for their help in setting up this programme.

This programme may be subject to last-minute changes and cancellations.



Registration Form

8-10 OCTOBER 2003 Monaco

Symposium Registration Form to be returned to :

edana157 Avenue E. Plasky
B-1030 Brussels / Belgium

PHONE + 32 2 734 93 10

FAX + 32 2 733 35 18

E-MAIL info@edana.org

WEBSITE www.edana.org

PLEASE PRINT CLEARLY

Family Name : (Mr., Ms., Dr.)

First Name

Position in Company

Company Name

Company Address

Country

VAT Number

Tel

Fax

e-mail

Date [][] • [][] 2003

Signature :

FEES

- ☐ EDANA member € 925
- ☐ Non-Member of EDANA € 990

Fee **includes** 1 lunch and 2 evening cocktails, coffees, and CD-Rom containing the OUTLOOK 2003 papers.

- ☐ Please tick this box if your spouse is able to come to the 2 Cocktail Parties

PAYMENT

- ☐ A cheque is enclosed made payable to EDANA.
- ☐ Payment has been made by bank transfer to :
EDANA (Indicate delegate & company name)
Account N° 310-0760708-23
BBL Banque • Agence Val d'Or
Av. de Tervueren 270
B-1150 Brussels • Belgium
BIC : BBRUBEBB100
IBAN : BE92310076070823

► Notes on fees

- Early bird - deduct € 50 for registration before 1 June 2003
- A late registration fee of € 90 per delegate must be added after 30 August 2003.
- No reimbursement for cancellations after 15 September 2003. Before this date, EDANA will deduct € 35 to cover handling, bank charges etc.
- Payment on the spot at Monte-Carlo is allowed in Euros
- We regret that we are unable to accept payment by credit card.

Notes

- ☐ The Symposium takes place at the Le Meridien Beach Plaza
22 Av. Princesse Grace • MC – 98000 Monaco • Tel : +377-9330.9880 • Fax : +377-9330 3418
- ☐ The Symposium language is ENGLISH.
- ☐ All enquiries regarding EDANA's 2003 NONWOVENS SYMPOSIUM should be addressed to the EDANA Secretariat, 157 avenue E. Plasky, B - 1030 Brussels, Belgium
Tel: +32 2 734 93 10 • Fax: +32 2 733 35 18 • e-mail : info@edana.org • Website : www.edana.org

Hotel Booking Form

8-10 OCTOBER 2003 Monaco

IMPORTANT

Make reservation before 8 July 2003

To be faxed directly to
 Le Méridien Beach Plaza
 22 Av. Princesse Grace
 MC – 98000 Monaco
 PHONE + 377-9330 9880
 FAX + 377-9330 3418

PLEASE PRINT CLEARLY

Family name (Mr. Ms.)

First name

Company name

Company address

Country

Phone

Fax

e-mail

Date of arrival • 2003 Date of departure • 2003Type of room : ☐ single ☐ double

Rates including buffet breakfast, taxes and service charges.

Please tick FIRST choice

	sgl room PER NIGHT	dbl room PER NIGHT
Avenue Princess Grace (mountain view) ☐	€ 230	☐ € 260
Côte d'Azur (half sea view) ☐	€ 270	☐ € 300
Méditerranée (full sea view) ☐	€ 315	☐ € 345

Please inform us in case of arrival after 18.00 hrs.

Your confirmation number will be faxed or mailed to you.

CONFIRMATION NUMBER

► **Guarantee.** In order to guarantee your room, please give your credit card number and expiry date. The total amount of your stay will be charged to your credit card. (Cheque or other payment not accepted)

- ☐ VISA
☐ American Express
☐ Eurocard
☐ MasterCard / Access

Card number

Expiry date • • ☐ Company ☐ Personal

Name on card

Signature

EDANA offers
executives from
the personal care and
medical products industries
and their suppliers **superb**
opportunities for
networking at outlook 2003



The magnificent location of the hotel Le Méridien Beach Plaza, with its private beachside area, will also allow you to organise individual meetings with industry executives in complete discretion.

As always, at EDANA-organised events, Outlook will offer you excellent contact opportunities, especially at the two evening cocktails, one of which will take place at Monaco's famous Hotel Hermitage.



ORGANISED BY

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EUROPEAN DISPOSABLES AND NONWOVENS ASSOCIATION



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