

OUTLOOKTM 2 0 0 7

The World's premier
Personal Care Products Conference



26-28 September 2007

HOTEL CASCAIS MIRAGEM

LISBON - CASCAIS (PORTUGAL)

OUTLOOK⁰⁶ WITH
360 KEY EXECUTIVES
from 156 COMPANIES
in 26 COUNTRIES
WAS A HUGE SUCCESS

Some comments from delegates
who attended **OUTLOOK** 2006

- "High quality & relevant speakers"
- "Excellent content and stimulating delivery"
- "Networking opportunities very helpful to establish business contacts"
- "Superb and Professional organisation"

ORGANISED BY
edana
THE VOICE OF NONWOVENS

How **EDANA**, the International Association serving the Nonwovens and related Industries can help your business?

- › Contacts and **Networking**
- › Environmental, Technical and Scientific **Expertise**
- › **Education** – Nonwovens & Absorbent Hygiene Products Training Courses.
- › **Interest Groups** and Special Task Forces - taking care of the different sectors' interests
- › Technical **Test Methods** for the nonwovens industry
- › **Statistics** : European & Global
- › EDANA acts as speaking partner with **International Organisations** - ISO, CEN, WTO
- › Publications & **Newsletter**
- › Online **Job** Market
- › **INDEX**, EDANA's nonwovens exhibition, is the leading nonwovens exhibition in the world. INDEX 08 will be held in Geneva Palexpo, Switzerland on 15-18 April 2008.
- › High level **Conferences** on nonwovens applications
 - INCONTROL! on Infection Prevention
 - Nonwovens Research Academy on Research and Development
 - International Nonwovens Symposium
 - OUTLOOK on Personal Care Products
 - FILTREX on filtration
 - Middle East Nonwovens Symposium
- › **Websites** – www.edana.org / www.hapco.edana.org / www.medeco.edana.org



THE INTERNATIONAL ASSOCIATION
SERVING THE NONWOVENS AND RELATED INDUSTRIES.

157 Avenue Eugène Plasky
B - 1030 Brussels, Belgium

T +32 2 734 93 10

F +32 2 733 35 18

E info@edana.org

Visit the EDANA website
www.edana.org

OUTLOOK[™]
2007



in control!

INTERNATIONAL
NONWOVENS
SYMPOSIUM

FILTR|EX[™]



OUTLOOKTM₂₀₀₇

The World's premier Personal Care Products Conference

will feature the following important themes :

- Innovation and R&D <
- Energy and Raw Materials <
- Incontinence and Sustainability <
- Health Economics <
- Business and Future Perspectives <



Cascais is the « new » place to be for **OUTLOOKTM₂₀₀₇** !

Attractive location on the Atlantic Ocean,
and only 25 kilometres from Lisbon.

Given its proximity to the capital, it has always remained close to the
hurly-burly of Portuguese political, economic and cultural life.

The two EDANA cocktail parties will provide you with unrivalled
networking opportunities. The cocktail of the 27th will be held in the
Pena Palace situated in the majestic Serra de Sintra, classified as a
UNESCO «Cultural Landscape». The winding ridge of the mountain gives
the town of Sintra a romantic aspect as it nestles in its northern
foothills and divides the surrounding countryside into different
microclimates, landscapes and cultures.



Topics for 2007 include :

- Social computing <
- Boosting your business success by implementing open innovation <
- Energy Outlook <
- The challenge for the European energy-intensive industry <
- Sustainability: Improved quality of life with absorbent hygiene products <
- Health as a driver of economic growth and vice versa <
- Globalization: Constraints and Opportunities <
- YOU, ME, WE: how the web is changing public, private and professional life <

THANKS : EDANA would like to thank the chairman **Krzysztof D. Malowanec**, Paul Hartmann (Germany) and members of the OUTLOOK 07 Steering Committee, **Aldo Ghira**, Fiberweb Europe (Italy), **Pieter Meijer**, Fiberweb Europe (France) and **Gunnar Preifors**, SCA Hygiene Products (Sweden), for their help in setting up this programme.

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edana
THE VOICE OF NONWOVENS



13.00 > 18.30

Registration at the Hotel Cascais Miragem

Please wear your badge at all times for easier networking

13.30 > 14.45

COFFEE AND NETWORKING

14.45 > 15.00

Opening

- < **Krzysztof D. Malowaniec**, Vice President Development and Corporate Communications, Paul Hartmann (Germany)



MODERATOR

⊕ **SESSION 1 INNOVATION AND R&D**

- < **Gunnar Preifors**, Director R&D Personal Care, SCA Hygiene Products (Sweden)

15.00 > 16.45

Social computing

- Consumers are turning to each other, away from brands
- With social computing, firms can re-establish the balance
- Successful execution requires new rules



- < **Jaap Favier**, Vice President, Research Director of Marketing & Customer Experience EMEA, Forrester (The Netherlands)

⊕ **Kimberly-Clark nonwovens innovation: yesterday, today and tomorrow**

- History of innovation within Kimberly-Clark and the industry
- The innovation model of today within Kimberly-Clark nonwovens
- Future considerations and possibilities for on-going innovation



- < **Robert Stargel**, Vice President - Global Nonwovens, Kimberly-Clark Corporation (USA)

⊕ **Innovation in elastomeric products used in hygiene and industrial applications**

- Review of the use of styrenic block co-polymers in the nonwovens world
- The new uses of today and tomorrow: bi-components fibres for industrial applications, latex films, industrial roofing and geotextiles
- The use of \$2,5 billion Euro SBC market, the main general applications



- < **Richard Brennan**, Vice President Personal Care, Kraton Polymers (USA)

16.45 > 17.00

COFFEE AND NETWORKING

17.00 > 18.00

**Boosting your business success by
implementing open innovation**

- Open and collaborative innovation to speed up the innovation engine
- Organizing and implementing open innovation is the most difficult part for the management
- Learning from best practices on the firm and the value network level



< **Wim Vanhaverbeke**, Professor & Researcher, Hasselt University & Eindhoven University of Technology (Belgium)

☉ **A Business Field Project with EDANA, by the Solvay MBA:
an illustration**

- Presentation of the Solvay MBA
- EDANA Business Field Project 2007: a practical illustration
- Developing a model to assess factors of delocalization in the nonwovens industry
- Follow-up and potential next steps



< **Laurent Gheeraert**, Researcher, Solvay Business School – University Libre de Bruxelles (Belgium)

18.30 > 20.30

EDANA COCKTAIL PARTY***Hotel Cascais Miragem - The ideal opportunity for relaxed networking**

* CASUAL DRESS



08.00 > 18.00

Registration at the Hotel Cascais Miragem
Please wear your badge at all times for easier networking

09.00 > 10.00

COFFEE AND NETWORKING

MODERATOR



SESSION 2 ENERGY & RAW MATERIALS

- < **Kenneth Strassner**, Vice President - Global Environment, Safety, Regulatory and Scientific Affairs, Kimberly-Clark Corporation (USA)

10.00 > 11.30

Energy outlook

- Global economics and energy
- Energy demand by fuel
- Penetration of high efficiency technology (biofuels and ethanol)
- Global liquids trade, gas supply & demand (LNG CO₂ emissions)
- Technology options to reduce CO₂



- < **Christophe Lacroix**, EU Polypropylene Market Development Leader, ExxonMobil Petroleum & Chemical (Belgium)



The challenge for the European energy-intensive industry

- The European energy markets - update
- Current situation for SCA and the industry
- The EU market in a global perspective
- The environmental issues within EU: EU/ETS, renewable energy sources
- SCA's approach and energy agenda



- < **Per Arfvidsson**, Senior Vice President & CPO, SCA Hygiene Products (Sweden)



Measuring corporate sustainability and its impact on financial performance - Example personal care industry

- The Dow Jones sustainability index family
- SAM's sustainability assessment methodology for the personal care industry
- Sustainability and financial performance



- < **Gabriela Grab Hartman**, Senior Equity Analyst, Sustainable Asset Management (Switzerland)

12.45 > 14.30

LUNCH

MODERATOR



SESSION 3 HEALTH ECONOMICS - INCONTINENCE & SUSTAINABILITY

- < **Tracy Stewart**, Director General, AHPMA (United Kingdom)

14.30 > 16.00

Health as a driver of economic growth and vice versa!

- The world is a continuum, not only industrial or developing countries
- Asia changes faster and in different sequences than Europe did
- What if globalization is mainly modernization?



- < **Hans Rosling**, Professor, Karolinska Institutet (Sweden)



⊕ **Incontinence - The future for all of us?**

- Present and future market
- Success factors behind today's €5 billion absorbent incontinence products business
- Future drivers and challenges

◀ **Björn Uddenberg**, Director Category Incontinence Care, SCA Personal Care (Sweden)

16.00 > 16.30

COFFEE AND NETWORKING

16.30 > 17.50

Developing a quality of life tool for evaluation of absorbent products

- Why should we measure 'quality of life' when assessing the performance of absorbent products
- How can quality of life be measured
- What are the key quality of life issues for users of absorbent products



◀ **Mandy Fader**, Reader, University of Southampton (UK)

⊕ **Sustainability: Improved quality of life with absorbent hygiene products**

Communicating of the benefits of absorbent hygiene products

- Industry initiative to increase knowledge and understanding of the sustainability of absorbent hygiene products
- Pan-European partnership – working closely with National Associations
- Main focus areas, including brand new societal study, roundtables with external stakeholders, policy briefings



◀ **Stefanie Christmann**, Communications Manager, SCA Personal Care (Germany) and Chair, HAPCO Communications Working Group

Sustainable development

- Industry's commitment to sustainable development – definition, approach, key milestones
- EDANA launching its new «Sustainability Report 2007» on absorbent hygiene products
- Key messages - Improved quality of life, health benefits, value for consumers, environmental stewardship
- Sustainability challenges for our industry



◀ **Ioannis Hatzopoulos**, External Relations Manager, Procter & Gamble (Germany) and Chair, Sustainability and Environmental Working Group

18.30 > 20.30

The OUTLOOK 2007 Cocktail Party*: Pena National Palace (Sintra)

Sintra was classified by the UNESCO as a World Heritage site in 1995.

The Pena Palace is a must, with its magnificent 19th century mélange of neo-moorish and neo-medieval styles.

Departure from the main lobby of the Hotel Cascais Miragem at 18.30 (bus transfer)

* CASUAL DRESS



08.30 > 11.45

Registration at the Hotel Cascais Miragem

Please wear your badge at all times for easier networking.

09.00 > 09.30

COFFEE AND NETWORKING

MODERATOR

**SESSION 4 BUSINESS & FUTURE PERSPECTIVES****Pieter Meijer**, Vice President Marketing & Sales Europe, Fiberweb Europe (France)

09.30 > 11.45

Globalization: constraints and opportunities

- Does globalization force all companies in the same sector to converge on the same "best practices" in outsourcing and offshoring? Our study finds "no"
- What are the major new opportunities provided by the fragmentation of global production? The iPod as the iconic product of modular production systems
- Which economic activities and jobs will "stick" in advanced industrial systems with high wages?

**Suzanne Berger**, Professor, Massachusetts Institute of Technology (USA)**YOU, ME, WE: how the web is changing public, private and professional life**

- Web 2.0, 3.0 and 4.0 can change our lives, but what about adoption by consumers?
- How the services economy calls for open innovation and virtual laboratories
- Handling the data explosion in R&D, the public sector and in our homes
- Examples from the Creative industry, Health care, Biochemical, Financial and Telecom sectors

**Geleyn R. Meijer**, Group Innovation Director, LogicaCMG (The Netherlands)**Getting the most from a Management Buy Out**

- Increasing importance of Private Equity ownership and MBOs
- Maximising business success under this form of ownership
- Maximising personal rewards

**Chris Fuller**, Director, Equilia Limited (United Kingdom)**Trends in the global hygiene products industry: time to wait or innovate?**

- Growth prospects across key geographical and product markets
- Key drivers and challenges facing the industry
- The innovation trap: latest marketing tactics and product upgrades to capture consumer interest
- Global future outlook and scope for further development

**Irina Barbalova**, Head of Disposable Paper Products, Euromonitor International (United Kingdom)

11.45

GOODBYE COFFEE & FINAL NETWORKING

26 > 28 SEPTEMBER 2007

LISBON - CASCAIS (PORTUGAL)

Please fill in clearly in block capitals and fax to the hotel of your choice before 23 August 2007

PLEASE DON'T FORGET TO MENTION THE FOLLOWING CODE : EDANA GROUP- OUTLOOK

☐ Mr. ☐ Ms. ☐ Other

First Name Last Name

Company

Job Title Email

Direct Phone Direct Fax

Address

Post code City Country

Check-in date > 2007Check-out date > 2007 Signature**Accommodation** (Rates per night including all applicable legal taxes and full breakfast-in the restaurant)**Hotel Cascais Miragem**Avenida Marginal 8554
2754-536 Cascais

RESERVATION DEPARTMENT

☎ + 351 (21) 006 0600

☎ + 351 (21) 006 0601

✉ reservations@cascaismirage.com

🌐 www.cascaismirage.com

Single Room ☐ € 165Double Room ☐ € 185**Hotel Palacio Estoril**Rua Particular
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THIS HOTEL TO
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Single Room ☐ € 130Double Room ☐ € 145**Accommodation policy**

In order to guarantee your room, please give your credit card number, expiry date and card security code. The total amount of your stay will be charged to your credit card. (Cheque or other payment not accepted). Upon receipt of the properly completed form and the requested payment, the hotel will send you the confirmation of the accommodation and cancellation conditions.

The participants will be responsible for their room reservation, as soon as they send it to the hotel, and receive a written confirmation. And from day one until two weeks prior to the check-in date they may cancel their reservation, and the hotel will debit as cancellation fee, one night of room accommodation. Within the two weeks prior, any cancellation will be billed 100%, i.e. the entire reservation.

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EMAIL info@edana.org | www.edana.org

☐ Mr. ☐ Ms. ☐ Other

First Name Last Name

Company

Job Title

Address

Post Code City

Country VAT Number (mandatory)

Direct Phone Direct Fax

Website Email

Date > 2007 Signature

Fees

Conference (including 21 % VAT for Portugal)

☐ EDANA Member € 1515 (€ 1252.07 + 262.93)

Non-Member	€ 1720 (€ 1421.49 + 298.51)
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Fee includes entrance to the Conference, lunches and 2 evening cocktails, coffees, CD-Rom containing the OUTLOOK 2007 Conference papers.

☐ Please tick the box if your partner is able to come to the EDANA Cocktail Party on 26 September

☐ Please tick the box if your partner is able to come to the EDANA Cocktail Party on 27 September

Methods of payment

☐ **BANK TRANSFER** Payment has been made by bank transfer to: EDANA (indicate delegate and company name)

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☐ **Cancellations** No reimbursement for cancellations after 3 September 2007.

Before this date, EDANA will deduct € 35 to cover handling, bank charges etc.

index08

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leading
nonwovens
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GENEVA PALEXPO 15–18 APRIL 2008

www.index08.org

GENEVA PALEXPO



“ **EDANA** offers key executives
from the personal care products
industry and its suppliers
superb opportunities for
networking at **OUTLOOK** ²⁰⁰⁷ ”

The Conference takes place at
the Hotel Cascais Miragem
Avenida Marginal 8554
2754-536 Cascais (Portugal)
TEL +351 (21) 006 0600
FAX + 351 (21) 006 0601
EMAIL reservations@cascaismirage.com
WEB www.cascaismirage.com

The Conference language is English

For further information regarding
EDANA's OUTLOOK 2007

EDANA

157 Avenue Eugène Plasky
B-1030 Brussels

T + 32 2 734 93 10

F + 32 2 733 35 18

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