

28–30 September 2011

HOTEL KEMPINSKI CORVINUS | BUDAPEST | HUNGARY

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from 31 countries
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 - Market Data and Information
 - Regulatory Landscape and Eco/Sustainability

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and Hotel Booking Forms
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B-1160 Brussels

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ORGANISED BY
edana
THE VOICE OF NONWOVENS

13.30 > 18.00

Registration at the Kempinski Hotel Corvinus - Budapest

Please wear your badge at all times for easier networking

13.30 > 14.15

COFFEE AND NETWORKING

14.15 > 14.30



Opening and Welcome

Pierre Wiertz, General Manager - EDANA

14.30 > 15.30

KEYNOTE SPEAKER:

IN SEARCH OF BALANCE: THE OUTLOOK FOR THE GLOBAL ECONOMY



- How long will the adjustment in the developed world take?
- Will China achieve a soft landing?
- Where are the new opportunities?

Robert Ward, Director, Global Forecasting, **Economist Intelligence Unit** (United Kingdom)

15.30 > 18.15

SESSION 1



MODERATOR

Mikael Staal Axelsen

Group CEO, **Fibertex Personal Care** (Denmark)

15.30 > 16.00

Expanding the Envelope, How Optimisation Technology in Nonwovens is Helping to Create New Markets



- The impact of improved formation and uniformity in nonwovens
- Engineering of nonwovens to compete against other material solutions
- Development of nonwovens for competitive advantage in today's markets

George Kellie, Director, **Kellie Solutions Ltd.** (United Kingdom)

16.00 > 16.30

COFFEE AND NETWORKING

16.30 > 17.00

Innovation Management 2020



- Past, present and future of innovation management
- Some emerging trends from a major survey with experts and CIO/CTOs
- Illustrated by practical examples
- Strategic implications for nonwovens

Jeroen Kemp, Principal, **Arthur D. Little** (The Netherlands)

17.00 > 17.30

Not New, but New for You – Recycling and Transferring Existing Knowledge



- Systematic innovation
- Technology transfer
- Patent search & analysis
- Open innovation

Mathieu Mottrie, Managing Director, **CREAX NV** (Belgium)

17.30 > 18.15

TOPIC AND SPEAKER TO BE ADVISED

19.00 > 21.00

EDANA Cocktail Party at the Hotel Meridien

The ideal opportunity for relaxed networking

*CASUAL DRESS



08.30 > 17.30

Registration at the Kempinski Hotel

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08.30 > 09.00

COFFEE AND NETWORKING

09.00 > 13.00

SESSION 2



MODERATOR

Krzysztof Daniel Malowaniec

Senior Vice President Development and Corporate Communication, **Paul Hartmann AG** (Germany)

09.00 > 09.30

The Indian Market for Personal Hygiene Products: Current Status and Trends

- India: the land of opportunities
- Market potential for personal hygiene products in India
 - Demographics outlining current demand & supply
 - Current trends and future potential
 - Market evolution
- Government initiatives



Samir Gupta, Managing Director, **Business Co-ordination House (BCH)** (India)

09.30 > 10.00

Cultural Heritage Versus Business

- Time – a different meaning and attitude to time
- A proper woman – a place in society
- National costume versus hygienic products
- Hygiene versus gold
- Pioneers of the hygiene business in Asia



Krystyna Boryk-Józefowicz, Innovation Director, **TZMO SA** (Poland)

10.00 > 10.30

Asia Driving the World Market, Potential Gives Way to Reality

- Asia and its position in the world market
- Japan and China as a guide to future developments
- Emerging markets, facts and fictions
- One billion consumers, the case for India



Ian Bell, Head of Tissue, Hygiene and Home Care Research, **Euromonitor International** (United Kingdom)

10.30 > 11.00

EDANA Nonwovens Vision 2020

- Background on nonwovens vision
- Highlights and main results of globalisation
- Innovation and sustainability



Abby Bailey, Marketing and Communications Director, **EDANA** (Belgium)

11.00 > 11.30

COFFEE AND NETWORKING

11.30 > 12.00

Adult Incontinence: Product Development for Sustainability

- Sustainability analysis of adult incontinence products
- LCA learnings: driving factors and minor contributors
- Exemplary product evolution and corresponding sustainability comparison
- Future sustainability potentials and limiting impacts



Rüdiger Kesselmeier, Director Product Development Incontinence Management, **Paul Hartmann AG** (Germany)

12.00 > 12.30

Incontinence Care from the Patient's Perspective

- Incontinence is a devastating condition to the sufferers
- When designing an absorbent product, the patient & carers' needs should be the top priority
- Products should be secure, easy to use & accompanied with fitting instructions
- There should be standardisation on the absorbency levels of the products



Antoinette Zahra, Vice-President, **World Federation of Incontinent Patients (WFIP)** (Malta)

12.30 > 13.00

Identifying a Specific Healthcare Problem and Working with Influential and Expert Third Parties to Seek to Improve Continence Care

- Defining and researching the issue
- Gathering expert support from the Dept Health, clinicians, specialist charities, etc
- Generating parliamentary and policy interest at a time of significant reform to the UK NHS (National Health Service)
- The role and work of the All Party Parliamentary Group for Continence Care (APPG)
- The launch of the APPG report as a guide for commissioners: 'Cost-effective Commissioning For Continence Care'



Tracy Stewart, Director General, **Absorbent Hygiene Products Manufacturers Association (AHPMA)** (United Kingdom)

13.00 > 14.00

LUNCH

14.00 > 17.30

SESSION 3



MODERATOR

Patricia Featherstone

Commercial Director, **RKW ACE sa** (Belgium)

14.00 > 14.30

The Impact of Plastics on Life Cycle Energy Consumption and Greenhouse Gas Emissions in Europe

- Plastic products used on the market today enable significant savings of energy and emissions
- Substitution of plastic products by other materials will in most cases increase the consumption of energy and the emission of greenhouse gases
- Plastics often facilitate reduced material consumption



Bernd Brandt, Senior Consultant, **Denkstatt GmbH** (Austria)

14.30 > 15.00

State of the European Bioplastics Industry

- Market overview
- Technological developments
- Policy aspects



Harald Kaeb, Founder, **Na.Ro.Con** (Germany)

15.00 > 15.30

Integrating Sustainability into Complex Supply Chains

- Upcoming requirements for sustainable supply chain management
- Practical challenges of implementing sustainability in complex supply chain
- Case study examples
- Technical solutions



Sven Lundie, Principal Consultant, **PE International** (Germany)

15.30 > 16.00

COFFEE AND NETWORKING

16.00 > 16.30

Product Stewardship Vision of EDANA

- The historical perspective – setting the scene for working as an integrated supply chain
- Why EDANA is developing a model for Product Stewardship
- Current challenges for Product Stewardship and next steps for the future



Diana Heelis, Public Affairs Consultant, **Kimberly-Clark Europe Ltd.** (United Kingdom)

16.30 > 17.00

Waste Panel Findings – Hygiene Products (Global Perspective)

- Trends for waste management in Europe
- Absorbent hygiene products and personal care wipes in waste management systems
- Waste management challenges in developing countries
- Industry support for effective waste management



Sandra Spies, Senior Technical Adviser on Waste Management, **GIZ** (Germany)

17.00 > 17.30

And for Generations to Come: Procter & Gamble's Sustainability Vision

- Outline key pillars of P&G's sustainability strategy
- Share our long-term goals and timelines to get there
- Provide Case Studies as examples, what we do
- Show the current status of our journey



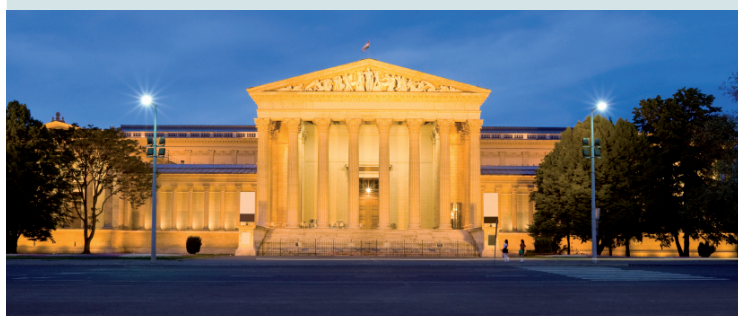
Frank Wiesemann, Principal Scientist, **Procter & Gamble** (Germany)

18.30 > 20.30

The Outlook 2011 Cocktail Party

Museum of Fine Arts, Budapest

*CASUAL DRESS



08.30 > 11.30

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08.30 > 09.00

COFFEE AND NETWORKING

09.00 > 13.00

SESSION 4



MODERATOR

Gerd Ries

Vice-President Global and External Affairs Women's Health, **Johnson & Johnson** (Germany)

09.00 > 09.30

Forest Certification: How Effective is the Forest Stewardship Council?



- Assessing the socio-economic and ecological impact of FSC
- Analyzing the uptake of FSC-certification across countries
- Certification and international trade: catalyst or barrier?

Axel Marx, Research Manager, **Leuven Centre for Global Governance Studies (University of Leuven)** (Belgium)

09.30 > 10.00

Environment Retail Management



- The absolute and relative size of retail players is growing and shifting the power within the total supply chain
- The top retailers are the drivers of globalizing technological standards
- The period of strong national governments is over - the new century will belong to NGOs

Bernd Hallier, Managing Director, **EHI Retail Institute** (Germany)

10.00 > 10.30

Biocides: The Licence to Kill and its Regulatory Limits



- Milestones of the revision process
- Biocidal products versus treated articles
- Challenges

Barbara Krug, Director Research & Development, **BODE Chemie GmbH (Paul Hartmann Group)** (Germany)

10.30 > 11.00

COFFEE AND NETWORKING

11.00 > 11.30

Innovative Technology for the Best Use of Incontinence Products



- Using wireless technology to develop value added services to product offerings
- Combining new monitoring technologies with disposable absorbents
- Optimal product use starts with an instrumented continence assessment
- Best practice is not always the biggest and most absorbent pad - there is another solution
- Achievable environmental waste savings leads to carbon footprint reductions

Philippa Lewis, Chief Executive Officer, **Simavita Pty Ltd.** (Australia)

11.30 > 12.00

To be or Not to be...Regulated

- General Product Safety Directive versus vertical Directive (the case of toys)
- Flexibility vs Certainty? Over-testing an issue?
- Merits of self-regulation / voluntary standards in the future of the EU regulatory environment
- Merits of self-regulation in future in the worldwide context (US, Emerging Markets, specifically China)
- Acceptance of self-regulation by NGOs



Daryl Scrivens, Vice President Quality Assurance, **Hasbro Europe, Member of the Toy Industries of Europe** (United Kingdom)

12.00 > 12.30

The Switch from Push to Pull:

How can a Raw Material Supplier Support a New Market Development?

- Men's grooming is one of the most dynamic categories within cosmetics and toiletries
- Times are changing; men having a grooming regime are not just socially acceptable, it is even expected
- Could the next natural line extension be targeting products for men?
- What are the differences between female and male marketing?
- What are the opportunities? What are the pitfalls?



Heidi Van Den Hul, Marketing Manager Europe, **Lenzing** (Austria)

12.30 > 13.00

Regulating Nanomaterials in Nonwovens – Developments, Discussion and Outlook

- EU definition of nanomaterials – recent developments and future impact on the industries
- International developments in nanotechnology regulation
- Global nanomaterials safety assessment programmes



Steffi Friedrichs, Director General, **Nanotechnology Industries Association** (Belgium)

13.00 > 13.30

GOODBYE DRINK AND NETWORKING



SAVE THE DATE: **Outlook 2012**
Barcelona | 26TH-28TH September, 2012

THANKS: EDANA would like to thank Krzysztof D. Malowaniec, Paul Hartmann (Germany), Patricia Featherstone, RKW ACE (Belgium), Gerd Ries, Johnson & Johnson (Germany) and Mikael Staal Axelsen, Fibertex (Denmark), for their help in setting up this programme.



14-15 February 2012

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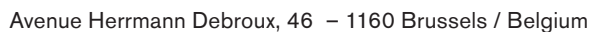
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eva.fabbri@edana.org (registration) | giovanna.merola@edana.org (exhibition)



28-30 SEPTEMBER 2011 – KEMPINSKI HOTEL CORVINUS BUDAPEST

TO BE RETURNED TO:



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with your existing login & password or create your new profile

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Company

Job Title / Function

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Direct Phone Direct Fax

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Date , 2011 Signature

Fees – Conference (including 25 % VAT for Hungary)

☐ EDANA Member €1500 ☐ Non-Member €1800

Fee includes entrance to the Conference, lunch and 2 evening cocktails, coffees, and the OUTLOOK 2011 Conference papers in digital format.

Please tick the box if your spouse is able to come to the EDANA Cocktail Party(ies)

on 28 September ☐ and/or 29 September ☐

Methods of payment

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Cancellations

No reimbursement for cancellations after 15 September 2011

☐ Please note that to enhance networking between delegates, EDANA will publish the email addresses of delegates in the Participant List for this event. Please click this check box if you do **not** consent to your email address being published

28-30 SEPTEMBER 2011 – KEMPINSKI HOTEL CORVINUS BUDAPEST

Hotel Booking Form TO BE RETURNED TO THE HOTEL OF YOUR CHOICE

IMPORTANT NOTE: We strongly advise you to book your hotel room by 16 August 2011 at the latest – The cut-off date for the conference rates is 8 September 2011

PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

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An EARLY-BIRD DISCOUNT of € 10/room/night is granted by both hotels for reservations made until 3 May 2011, for all above mentioned rates. For bookings made after the cut-off date of 10 September 2011, a supplement of € 10/room/night to the above mentioned rates will be charged by both hotels*.

The above prices are quoted per night and include administrative charges, VAT, city tax, breakfast, free access to the health clubs and its services in both hotels and wireless Internet in all guestrooms and meeting rooms

Date of arrival , 2011

Date of departure , 2011

Cancellation policy

- In case of cancellation between 16 August and 8 September 2011, a late cancellation fee with 1 night room charge will apply.
- Any cancellation after 8 September 2011 or no-show will result in a cancellation fee for the full length of the stay.

Accommodation Policy

In order to guarantee your room, please give your credit card number and expiry date (Cheque or other payment not accepted). Check-in time is after 3pm, check-out is 12 noon.

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Card holder's name Signature

* Example: double room (single use) booked before 3rd May: €159/r/n – booked between 3rd May and 10 September: €169/r/n – booked as of 10 September: €179/r/n

“ **EDANA** offers key executives
from the personal care products
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superb opportunities for
networking at **OUTLOOK**²⁰¹¹ ”

For further information regarding
EDANA's OUTLOOK 2011

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