



OUTLOOK™ 2015

THE WORLD'S PREMIER **NONWOVEN PERSONAL CARE AND HYGIENE PRODUCTS CONFERENCE**

23rd – 25th September 2015

ATHENS | GREECE
HILTON HOTEL

OUTLOOK™ offers high level speakers, a diverse and relevant programme with multiple networking opportunities for all players in the nonwovens personal care and hygiene products supply chain.

ORGANISED BY



www.edana.org



TURKISH NONWOVENS SYMPOSIUM



10th – 11th NOVEMBER 2015

Istanbul | TURKEY
Intercontinental Hotel

The Symposium will focus
on Turkey and its key trading
regions, including Europe
and the Middle East.

The Turkish Nonwovens Symposium
features sessions with renowned
business leaders and authoritative
industry representatives and
opportunities to engage with your
business partners in
the many networking opportunities
offered throughout the event.

CONFERENCE TOPICS

Top level speakers, presenting topics tailored
to the needs of your company:

- Economy and nonwovens industry trends
- Hygiene, personal care and medical markets
- Industrial and technical nonwovens
- Raw materials
- Machinery, process and processing

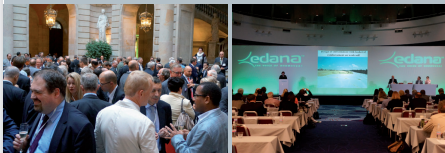
All presentations will be simultaneously translated into Turkish

EXHIBITION OPPORTUNITIES

Additionally, the Symposium features a tabletop exhibition
that allows you to:

- Establish new business contacts
- Promote your company to a global audience
- Launch and demonstrate new technologies,
products, and services

Reach out
to the industry,
stand out from
the crowd:
**BECOME
A SPONSOR**



For registration, exhibition and sponsorship opportunities
contact Giovanna Merola

giovanna.merola@edana.org | +32 2 740 18 19



For more information,
please visit the "Symposia and conference" section on

www.edana.org  



THANK YOU for joining us in Athens for EDANA's Nonwoven Personal Care and Hygiene Products Conference

YOUR BADGE

Please note that it is mandatory to wear your badge at all times. Your badge gives you the access to the conference room, lunches, coffee breaks and evening networking events.

CONFERENCE SCHEDULE & ACTIVITIES

Day 1 ► 23rd September 2015

Note: Registration desk open throughout the conference

- Welcome coffee from 13.30 to 14.00
- Conference starts at 14.00 and finishes at 18.15
- OUTLOOK™ networking evening from 19.00 to 21.00 at the Galaxy Terrace, Hilton Hotel

Day 2 ► 24th September 2015

- Welcome coffee from 08.30 to 09.00
- Conference starts at 09.00 and finishes at 17.15
- The OUTLOOK™ 2015 Cocktail Party from 19.00 to 21.00 at Dreams Asteras Glyfadas:

The OUTLOOK™ 2015 Cocktail Party

Don't miss this opportunity for relaxed networking at the Dreams Asteras Glyfadas. Busses depart from the Hilton Hotel at 18.30 and return to the conference hotel between 21.00 to 21.30. Please note that for your security and ours, anyone not wearing their delegate badge when entering the bus will be asked to return and retrieve it. Business casual dress applies for this event.



Day 3 ► 25th September 2015

- Welcome coffee from 08.30 to 09.00
- Conference starts at 09.00 and finishes at 13.15
- Goodbye networking drink from 13.15 to 13.45

DELEGATE SURVEY & PRESENTATIONS

Your feedback is important to ensure our events continue to meet your needs and expectations. Help us make our next event even better by completing the Delegate Evaluation Survey.

At the end of the conference, you will receive an email with a personalised link to complete the survey.

After you complete the survey, you will be directed to a page to download the available presentations from this conference, and any other materials that may be available for your information.

Should you have any questions about the survey or presentations, please don't hesitate to contact abby.bailey@edana.org for assistance.

INDEX™ 17 EXHIBITION

Will you be exhibiting at INDEX™ 17, the world's leading nonwovens exhibition, taking place in Geneva from 4th to 8th April 2017? Contact beatrice.kaech@palexpo.ch for more information, or speak with Palexpo team during the breaks and networking events.

FUTURE EDANA EVENTS

Please visit our website www.edana.org for further details and block the following dates:

2015

- | | |
|--------------------|---|
| ▶ 5 – 6 November | Nonwovens Innovation Academy
Leeds (United Kingdom) |
| ▶ 10 – 11 November | Turkish Nonwovens Symposium
Istanbul (Turkey) |

2016

- | | |
|---------------------|--|
| ▶ 2 – 3 March | OUTLOOK™ Asia
Singapore |
| ▶ 1 – 2 June | International Nonwovens Symposium
Warsaw, Poland |
| ▶ 21 – 23 September | OUTLOOK™
Madrid, Spain |

2017

- | | |
|---------------|--|
| ▶ 4 – 7 April | INDEX™ 17
Geneva (Switzerland) |
|---------------|--|

NEED HELP?

The EDANA staff look forward to helping you make your attendance at OUTLOOK™ 2015 a success for you and your business. Should you need any assistance, the registration desk will be open throughout the conference.

Thank You

The EDANA team

www.edana.org





EDANA wishes to thank its press partners. You will find their publications at the International Press Corner in the foyer area.

ASIAN
Technical Textiles



NONWOVENS
INDUSTRY SINCE 1970

Sustainable
Nonwovens

TIMES INTERNATIONAL



EDANA ANNOUNCES:



OUTLOOK™

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THE WORLD'S PREMIER NONWOVEN PERSONAL CARE AND HYGIENE PRODUCTS CONFERENCE

21st – 23rd
September, 2016

NH COLLECTION EUROBUILDING
MADRID | SPAIN



OUTLOOK™ offers high level speakers, a diverse and relevant programme with multiple networking opportunities for the nonwovens personal care products supply chain.

- Cost-effective and exclusive European location
- Daily formal and informal networking opportunities
- Ideal facilities for your additional business meetings
- Top level speakers tailored to the needs of key executives:
 - Markets (Geographic, Economic)
 - Technology, Product Development and Innovation
 - Applications and Research
 - Sectors and Future Growth
 - Market Data and Trends
 - Regulatory Landscape
 - Sustainability

WITH 17 EDITIONS
IN EUROPE, ASIA PACIFIC
AND LATIN AMERICA,
THE CONFERENCES HAVE
ATTRACTED MORE THAN
5,200 PARTICIPANTS
FROM ACROSS THE GLOBE



ORGANISED BY

For more information, contact delphine.rens@edana.org
or visit the 'Conferences and Symposia' section on

www.edana.org



Wednesday 23rd September 2015

13.30 > 18.15

Registration at the Hilton Athens Hotel

Please wear your badge at all times for easier networking

13.30 > 14.00

WELCOME COFFEE & NETWORKING

14.00 > 14.15

Opening and Welcome



Pierre Wiertz, General Manager,
EDANA (Belgium)



Introduction by

Patricia Featherstone, Chair of EDANA, Director Marketing
& Communications, RKW Hygiene & Industrial Division (Belgium)

14.15 > 15.15

GLOBAL AND EIU MACROECONOMIC OUTLOOK

- Brave new worlds: the outlook for 2015-16
- How secure is the global recovery in 2016?
- Can the emerging markets recover their energy?
Where is China placed in this?
- What are the key mega trends to watch out for?



KEYNOTE

Robert Ward, Country Publishing Director, The Economist (United Kingdom)



15.15 > 18.15

Session 1



MODERATOR

Ioannis Hatzopoulos, Scientific Communications Manager,
Procter & Gamble (Germany)

15.15 > 15.45

PRIVATE EQUITY AND NONWOVENS INDUSTRY DEVELOPMENT: OPPORTUNITY OR THREAT?

- PE firms methodology and approach to investment evaluation
- Private equity participation in the nonwovens industry
- Opportunities for nonwoven companies



Jonathan Bourget, Director, Apis Rex Consulting (Switzerland)

15.45 > 16.15

IMPLEMENTING SUSTAINABILITY: A CASE STUDY AND LESSONS FROM OUR EXPERIENCE

- Our core values
- The people involved
- The role of communication and consistency



Ulrich Hornfeck, Member of the Management Board, Sandler (Germany)

16.15 > 16.45

COFFEE BREAK & NETWORKING

16.45 > 17.15

SINGLE-USE ABSORBENT PRODUCTS – IS THERE ANYTHING LEFT TO INVENT?

- Depending on how you assess the technology, the last significant diaper/napkin invention was made 25, 30, or even 40 years ago
- In spite of billions of R&D dollars being spent over that period, today's technology is a 10-year-old improvement of a 25-year-old development
- Does this mean disposables have become a commodity product and business models need to be changed, or has the next big invention already been made?



John Pollaro, President, John Pollaro Consulting, (United States)

17.15 > 17.45

CAUGHT BETWEEN A ROCK AND A HARD PLACE? NONWOVENS: A COMPETITION LAW CHECK UP

- The nonwoven sector faces powerful suppliers and powerful buyers. Can competition help control this power?
- Increased upstream concentration in petro-chemistry. What are the key factors that Competition authorities look at when reviewing such mergers?
- The complex issue of buyer power and how can a merger between buyers best be opposed.
- Competition authorities have recently opened a number of cases about the structure of prices (e.g. quantity or loyalty discounts) set by dominant companies. Any implications for nonwovens?



Pierre Regibeau, Vice President, Charles River Associates (United Kingdom)

17.45 > 18.15

THE NONWOVENS INDUSTRY AND THE 3.0 MARKETING ERA

- The concept of marketing into the arena of human aspirations, values and spirit
- The 3 I's: identity, integrity and image
- Doing good / doing well in the nonwovens industry



Michele Tomaselli, Marketing Professional, Self employed (Italy)



19.00 > 21.00

EDANA COCKTAIL PARTY

at the Hilton Athens Hotel

The ideal opportunity for relaxed networking

DRESS: BUSINESS CASUAL



Thursday 24th September 2015

08.30 > 17.45

Registration at the Hilton Athens Hotel

Please wear your badge at all times for easier networking

08.30 > 09.00

WELCOME COFFEE & NETWORKING

09.00 > 13.00

Session 2



MODERATOR

Danae Vitouladitou, R&D Director, MEGA Disposables (Greece)

09.00 > 09.45

UNLOCKING THE 'BLACK BOX' OF STRATEGIC MATERIALS A PIONEERING APPROACH FOR TRACING DISRUPTIVE OPPORTUNITIES

- A cross-industry network challenges current business models and strategies
- on critical raw materials
- Disruptive opportunities (unknown today) appear to hide in 'Black Box' situations
- The network recommends enhanced, cooperative business models for highlighting and capitalizing on these opportunities



Karl-Michael Schumann, Owner, Contarix (Germany)

09.45 > 10.15

PARTNERSHIP FOR GROWTH: HOW POLYMER DESIGN ADDRESSES HAP TRENDS

- Future raw material demand for hygiene products in emerging geographies versus established markets
- The differences in hygiene absorbent products (HAP) trends and needs between regions
- Addressing the trends



Barbara Bonavoglia, Application Technology Leader H&M,
Dow Europe, (Switzerland)

10.15 > 10.45

SMART SUPERABSORBENT POLYMERS (SAPS) FOR THE DEVELOPMENT OF MODERN HYGIENE PRODUCTS

- Modern thin diapers
- Core/shell structure of modern superabsorbent polymers (SAPs)
- Attrition resistant SAP
- Smart SAP functions



Young Sam Kim, Research Fellow, Basic Materials & Chemicals R&D, LG Chem Research Park (Korea)

10.45 > 11.30

COFFEE BREAK AND NETWORKING

11.30 > 12.00

WILL ALTERNATIVE ABSORBENT POLYMERS EVER BE SUPER FOR USE IN HYGIENE?

- A confusing maze of definitions – designed to obfuscate?
- Some common misconceptions
- What is on offer and will alternative polymers ever be competitive in hygiene applications?
- The impact of lower oil prices



Ian Davenport, Strategy, Marketing & Business Development, Davenport International Associates (United States)

12.00 > 12.30

MODIFIED FLUFF PULP: CELLULOSE WITH A NEW PURPOSE

- Golden Isles CO™ modified pulp benefits: odor reduction (ammonia) and potential anti-bacterial action
- Maintaining core performance compared to standard fluff pulp; reducing product stack height while retaining flexibility
- Increasing the speed and distance of core fluid distribution
- Improving efficiency and detail of embossing, enhancing properties for air-laid materials



Arthur Nonni, Senior Director Process and Product Technology, GP Cellulose, Georgia Pacific (United States)



12.30 > 13.00

NOVEL AMORPHOUS POLYOLEFINS FOR HYGIENE CONSTRUCTION AND ADHESIVE APPLICATIONS

- Novel olefin polymers have been developed using a proprietary technology that can be used for a variety of different applications to achieve desired properties, while improving the robustness in performance
- Application widows of this technology into different market segments, with regards to polymer properties and performance attributes
- Overview of new amorphous polyolefin polymers and their use as hygiene construction adhesives with a broad robust operating window



Peter Treur, Market Development Manager,
Eastman Chemical Company (Netherlands)



Machteld Paree, Application Specialist,
Eastman Chemical Company (Netherlands)



We invite you to be part of an (inter-)active discussion, in order to do so, please download the (free) app 'VOX VOTE' on you mobile device.

13.00 > 14.30

STANDING LUNCH & NETWORKING

14.30 > 17.15

Session 3



MODERATOR

Bryan Haynes, Director, Global Nonwovens Research & Engineering, Kimberly-Clark Corporation (United States)

14.30 > 15.30

DIAPER TESTING - INDUSTRY RECOMMENDED PROTOCOL AND FIRST EXPERIENCE OF APPLICATION BY CONSUMER ASSOCIATIONS: HELP OR CONFUSION FOR CONSUMERS?

- The EDANA guidelines for consumer testing: objective and content
- First application of the guideline by ICRT across Europe: results and conclusions
- Next steps: how to continue the journey towards relevant and consistent information for consumers



Frank Wieseemann, Principal Scientist, Procter & Gamble Service (Germany)

Panel Discussion

PANEL DISCUSSION ON DIAPER TESTING BY CONSUMER TESTING ORGANISATIONS

15.30 > 16.15

COFFEE BREAK AND NETWORKING

16.15 > 16.45

CULTURAL DIFFERENCES IN THE PERCEPTION OF HYGIENE ABSORBENT PRODUCTS

- Cultural differences in feminine hygiene products across Asia
- The potential to significantly increase consumer satisfaction with sanitary napkins
- Innovative solutions from Japan



Michiru Nakagawa, Global Marketing Div. Feminine Care Group Vice General Manager, Unicharm Corporation (Japan)



16.45 > 17.15

THE 'AMPHIBIA APPROACH': INNOVATIVE NONWOVENS FOR THE NEXT GENERATION HYGIENE PRODUCTS, BASED ON A HIGH PERCENTAGE OF SAP

- Background and evolution of ADL
- Interaction of wet-back prevention and acquisition/distribution functions
- How the 'amphibia concept' innovates and brings improved performance and features
- Feminine and baby care, and adult incontinence



Dany Michiels, Group R&D and Innovation Director, TWE (Belgium)



19.00 > 21.00

THE OUTLOOK™ 2015 COCKTAIL PARTY

at Dreams Asteras Glyfadas

18.15: Meet in the lobby

18.30: Busses depart from the hotel

21.00-21.30 Busses return to the hotel

DRESS: BUSINESS CASUAL



Friday 25th September 2015

08.30 > 13.00

Registration at the Hilton Athens Hotel

Please wear your badge at all times for easier networking

08.30 > 09.00

WELCOME COFFEE & NETWORKING

09.00 > 13.15

Session 4



MODERATOR

Ian Anderson, Marketing Director, Nice-Pak International (United Kingdom)

09.00 > 09.45

THE RISE OF CHINA AND THE ASIA-PACIFIC: UNDERSTANDING THE CHALLENGES; HARNESSING THE OPPORTUNITIES

- Since 2008, the Asia-Pacific region has risen sharply in importance as a global locomotive of growth
- At the heart of this, China has emerged at breathtaking speed to shape this growth
- In the process, China may literally be re-engineering the world economy
- What is the transformation process now occurring in Asia and in what ways is this transformation of pivotal importance for every European company?



David Dodwell, CEO, Strategic Access Limited (Hong Kong)

09.45 > 10.15

REVIEW OF THE HYGIENE INDUSTRY IN SOUTH EAST ASIA

- Region and country specifics
- Development level of the hygiene industry
- Market players and main product trends
- Key success factors and prospects for the nonwovens industry



Silke Brand-Kirsch, Executive Partner, Schlegel und Partner (Germany)



10.15 > 10.45

INTRODUCING INNOVATIVE WET WIPES SUBSTRATES FROM A CONVERTER'S PERSPECTIVE

- Principles of the Arvell process: water-free, 3D structures made possible, vertical integration a plus
- Documented benefits in terms of simplicity, flexibility and operational costs
- Environmental advantages without compromise: consumers would not pay for them
- Opportunities of differentiation of substrates e.g. for consumer, household and industrial wipes



Robert Neymann, President of the Management Board,
Harper Hygienics (Poland)

10.45 > 11.15

WHY PRESERVATIVES NEED TO BE PRESERVED? A QUESTION FOR THE ENTIRE COSMETICS AND PERSONAL CARE SECTOR

- Importance of preservatives and availability of a wide palette of suitable preservatives
- How are preservatives regulated today and tomorrow and what are the challenges for product preservation?
- Preservatives in personal care wet wipes – case studies
- Industry activities to ensure that a broad palette of preservatives remains available



Karolina Brzuska, Issue Manager Science & Regulatory Affairs,
Cosmetics Europe (Belgium)

11.15 > 11.45

COFFEE BREAK & NETWORKING

11.45 > 12.15

BREAKING TABOOS - THE STATUS OF MALE INCONTINENCE

- Men generally suffer from incontinence in silence and try to find their own solutions
- How frequently are men affected and will better designed products increase usage?
- How can men find products that match their needs?
- How big is the European market?
- What is the latest on materials, technologies and product innovations?



Helena Engqvist, Managing Director, Engqvist Consulting (Switzerland)

12.15 > 12.45

1950 - 2050: CONVERTING TECHNOLOGY IN THE HYGIENE INDUSTRY - THE PAST, THE PRESENT AND THE FUTURE

- The 2050 hygiene factory vision
- On-line and off-line technology development: 1950 - 2050
- Automation in the hygiene sector
- Future upcoming technologies of interest



Martin Scaife, Managing Director,
Mobil Air & Diaper Recycling Technology (Singapore)



12.45 > 13.15

THE ABSORBENT HYGIENE MARKETPLACE, AND THE RISING POWER OF FEMALE CONSUMERS: CHALLENGES AND OPPORTUNITIES FOR GROWTH

- Euromonitor presentation will look at the market performance across key categories – baby diapers, adult incontinence, and sanitary protection – for Europe (including Russia and Turkey), and will contrast fastest growing vs slower growing markets and regions
- While a number of factors shape up the hygiene products marketplace, Euromonitor will specifically discuss the rising power of female consumers around the globe and especially in the developing markets, their impact on the marketplace across regions, and the strategies to “speak” successfully to women
- Euromonitor will review market projections for the next five years across the European markets, discussing opportunities for future growth



Svetlana Uduslivaia, Head of Global Tissue & Hygiene Research, Euromonitor International (United States)

13.15 > 13.45

GOODBYE DRINK AND NETWORKING

EDANA WOULD LIKE TO THANK

Krzysztof-Daniel Malowaniec (Paul Hartmann) and
Ian Anderson (Nice-Pak International) and
Marco Maranghi (Fama Jersey) for their support in drafting this programme

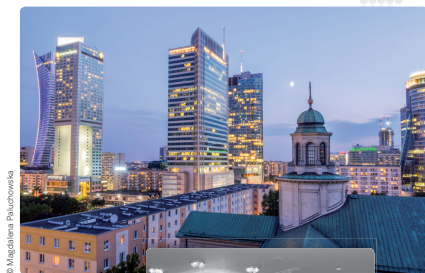
This programme may be subject to last-minute changes and cancellations.
All presentations & moderated sessions will be held in English.

Save the date



1st – 2nd JUNE, 2016

Warsaw | Poland
InterContinental Hotel



© Magdalena Płużowska



With its most recent edition in Prague, the INS attracted more than 210 participants from 31 countries in 2015:

"Interacting with folk across the industry in such an effective way is a unique opportunity, I've made a lot of business contacts in just two days"

Thomas Broch | Fibertex Personal Care

"I am so pleasantly surprised by the crowd and by a number of new and very interesting topics"

Johan Berlin | Investkonsult

PROPOSED TOPICS

- Nonwoven Industry trends
- Product, process and material innovation
- Hygiene, personal care and medical markets
- Industrial, technical and automotive nonwovens
- Sustainability

TABLETOP EXHIBITION TO BENEFIT YOUR BUSINESS

- Promote your company brand to a global audience
- Launch and demonstrate new technologies, products and services
- Establish new business contacts



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