

CELEBRATING

15
YEARS



OUTLOOK™
2 0 1 6

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

21st – 23rd September 2016

MADRID | SPAIN
NH COLLECTION EUROBUILDING

OUTLOOK™ offers high level speakers and 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

#OUTLOOK2016 | #EdanaNonwovens

 **edana**™
THE VOICE OF NONWOVENS

WITH 18 EDITIONS
IN EUROPE AND ASIA PACIFIC,
THE OUTLOOK™
CONFERENCES HAVE
ATTRACTED OVER
4,500 PARTICIPANTS
FROM ACROSS THE GLOBE



OUTLOOK™ 2017 LATIN AMERICA PLUS

THE WORLD'S PREMIER NONWOVEN PERSONAL CARE HYGIENE & MEDICAL PRODUCTS CONFERENCE

March 7-9, 2017

SÃO PAULO | BRAZIL
GRAND HYATT SÃO PAULO

EDANA and INDa invite you attend the Latin American nonwovens event of the year.

Gain the latest insights in Latin America's rapidly growing absorbent hygiene, personal care and medical products, and medical nonwoven markets. Network with international senior leaders. Plan your business growth based on qualitative strategies and new market opportunities.



EXHIBITION OPPORTUNITIES

To reserve a
tabletop display,
contact Joe Tessari,

jtessari@inda.org,
+1 919 459 3729

For registration information, contact
Tracie Leatham,
tleatham@inda.org,
+1 919 459 3726

This unique three-day networking conference and exhibition offers:

- 30+ senior leadership presentations focused on market trends, critical analysis, new technologies, intelligence, and applications
- Discoveries from leading companies such as:
 - Berry Plastics
 - CAF-Development Bank of Latin America
 - Dow Chemical
 - Klabin
 - Suzano Pulp & Paper*(all presentations will be simultaneously translated into English, Portuguese, and Spanish)*
- Tabletop exhibitions to promote your services and products to a global audience
- Convenient facilities for your business meetings
- Invaluable day and evening receptions to engage with industry leaders

OUTLOOK™ PLUS LATIN AMERICA IS CO-ORGANIZED BY BOTH INDa AND EDANA, WITH SUPPORT FROM ABINT, THE BRAZILIAN TECHNICAL TEXTILES AND NONWOVENS ASSOCIATION.



Association of the
Nonwoven Fabrics Industry
ADVANCING NONWOVENS WORLDWIDE™

www.edana.org
www.inda.org





THANK YOU for joining us in Madrid 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 access to the conference room, lunches, coffee breaks and evening networking events.

CONFERENCE SCHEDULE & ACTIVITIES

Day 1 ► 21st September, 2016

Note: Registration desk open throughout the conference

- Welcome coffee from 13.30 to 14.00
- Conference starts at 14.00 and finishes at 17.15
- OUTLOOK™ networking evening from 19.00 to 21.00 at the NH Collection Eurobuilding Hotel

Day 2 ► 22nd September, 2016

- Welcome coffee from 08.30 to 09.00
- Conference starts at 09.00 and finishes at 17.45
- The OUTLOOK™ 2016 Cocktail Party from 19.00 to 21.00 at La Quinta de Jarama:

The OUTLOOK™ 2016 Cocktail Party

Don't miss this opportunity for relaxed networking at La Quinta de Jarama. Buses depart from the NH Collection Eurobuilding 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.



Day 3 ► 23rd September, 2016

- Welcome coffee from 08.30 to 09.00
- Conference starts at 09.00 and finishes at 13.30
- Goodbye networking drink from 13.00 to 13.30

DELEGATE SURVEY & PRESENTATIONS

Your feedback is important to ensure our events continue to meet your needs and expectations.

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 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 7th April, 2017?

Contact magali.fakhry@palexpo.ch for more information, or speak with the Palexpo team during the breaks and networking events.

FUTURE EDANA EVENTS

Please visit our website www.edana.org for further details.

2017

► 07–09 March	OUTLOOK™ Plus Latin America 2017 Sao Paulo (Brazil)
► 04–07 April	INDEX™ 17 Geneva (Switzerland)
► 05–06 April	FILTREX™ @INDEX™ 17 Geneva (Switzerland)
► 07–08 June	EurAsian Geotextiles Symposium Beijing (China)
► 27–29 September	OUTLOOK™ 2017 Cascais (Portugal)
► 25–26 October	Nonwovens Innovation Academy Chemnitz (Germany)

NEED HELP?

The EDANA staff look forward to helping you make your attendance at OUTLOOK™ 2016 a success for you and your business.

Should you need any assistance, please go to the registration desk (open throughout the conference).

Thank You

The EDANA team



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

ASIAN
Technical Textiles



 **Innovation
In Textiles**
First for Technical Textiles

NONWOVENS
INDUSTRY SINCE 1970

| **RISI** |

**Sustainable
Nonwovens** 





FLUSHABILITY SESSION

at OUTLOOK™ 2016, Madrid

Are you involved in the wipes industry and, do you want information about requirements, current industry activities, and the support available to your business?

If so, you can benefit from a dedicated break-out session at OUTLOOK™ in Madrid, with information about the global wipes market and regulatory environment, an update on labelling requirements and activities to help educate the public on how to best dispose of their wet wipe. The session will also include discussion among the industry on key issues, and introduce you to the EDANA experts responsible for technical specifications, product stewardship, and communications and education.

The break-out session will cover:

- Update to the EDANA/INDA package labelling guidelines for non-flushable wipes
- Results of the European label compliance checks
- Consumer-facing educational activities and messages
- Retailer engagement and support
- Water company and national water body relationships and development
- Overview of the media coverage on wipes and blockages
- Current status of the ISO flushability working group

The session will be held adjacent to the conference, during the break on Thursday 22nd September from 11.00 to 11.30 hrs.

To participate, you must be registered for OUTLOOK™ 2016.

Wednesday 21st September, 2016

13.30 > 17.15

Registration at the NH Collection Eurobuilding 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 the Chair of **EDANA**,
Martin Rapp, Senior Vice President and General Manager,
Glatfelter Gernsbach (Germany)

14.15 > 17.15



MODERATOR

Patricia Featherstone, Director Marketing and Communications
Hygiene and Industrial, **RKW Group** (Belgium)

14.15 > 15.15

GROWTH, INNOVATION, ECONOMIES OF SCALE AND THE ACCELERATING PACE OF LIFE; DEVELOPING A SCIENCE OF CITIES, COMPANIES AND SUSTAINABILITY

- Applying scaling ideas to cities and companies
- Accelerated innovation and the impact on growth and sustainability
- Network theory and predictions for the future
- What can we learn from physics and biology?



KEYNOTE SPEAKER

Geoffrey West, Distinguished Professor and Past President,
Santa Fe Institute (United States)



15.15 > 15.45

RISK COMMUNICATIONS IN THE 21ST CENTURY: LESSONS FOR THE NONWOVENS INDUSTRY

- Why do people perceive the risks they do?
- How do we and how should we communicate risks better?
- What are some of the lessons for the nonwovens industry going forward?



Ragnar Löfstedt, Professor and Director, **King's Centre for Risk Management**
King's College, London (United Kingdom)

15.45 > 16.15

COFFEE BREAK & NETWORKING

16.15 > 16.45

THE ROAD TO INDEX™ 17

- Why participate in INDEX™ 17?
- Making the best out of INDEX™ 17
- Exhibitors confirmed, visitor profiles, whom to meet



Pieter Meijer, Chairman of the INDEX™ Advisory Board, **EDANA**
Director of Sales, **McAirlaid's Vliesstoffe** (Germany)

16.45 > 17.15

GLOBAL FEMININE HYGIENE MARKET: SIMILARITIES AND DIFFERENCES ACROSS THE AMERICAS, EUROPE AND CHINA IN 2015

- Market dynamics such as economics, demographics and market shifts projected over the next 15 years
- Habits related to product usage and shopping including the impact of technology development on the retail environment
- Opportunities for products, brands and retailers to win market share and customer loyalty into the future



Janet O'Regan, Director, Nonwovens Marketing, **Cotton Incorporated**
(United States)



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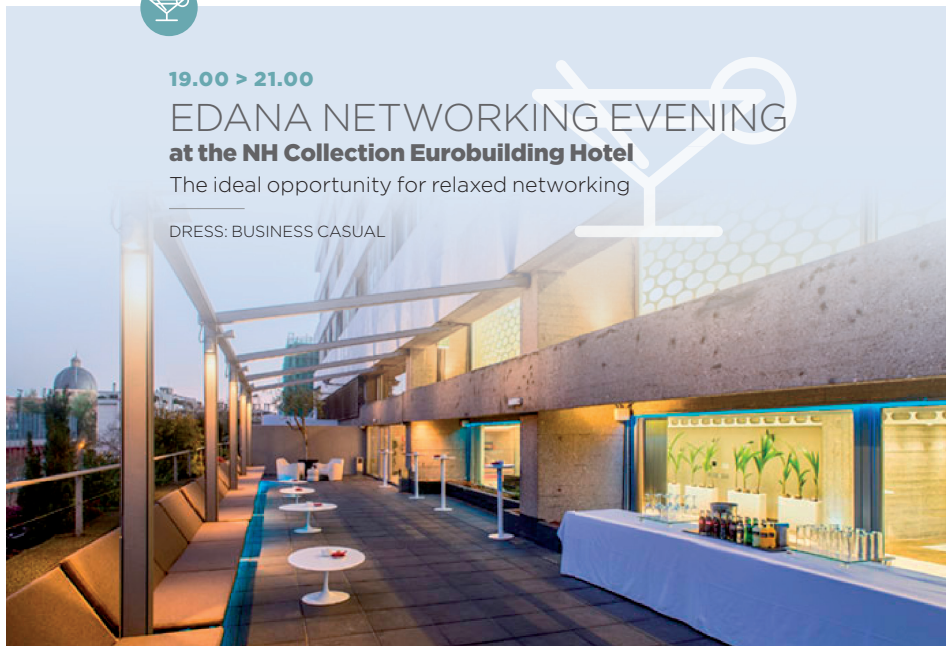
19.00 > 21.00

EDANA NETWORKING EVENING

at the NH Collection Eurobuilding Hotel

The ideal opportunity for relaxed networking

DRESS: BUSINESS CASUAL





Thursday 22nd September, 2016

08.30 > 17.45

Registration at the NH Collection Eurobuilding Hotel

Please wear your badge at all times for easier networking

08.30 > 09.00

WELCOME COFFEE & NETWORKING

09.00 > 12.30



MODERATOR

Jonathan Bourget, Managing Director, **APIS REX** (Switzerland/Germany)

09.00 > 10.00

THE FOURTH INDUSTRIAL REVOLUTION

- Industry 3.0 and Industry 4.0
- The fourth industrial revolution
- Digital convergence
- Spaceship earth!



KEYNOTE SPEAKER

Robert Glaze, President, **The Brenva Institute** (United States)

10.00 > 10.30

MEGATRENDS AND HEALTHCARE: IMPLICATIONS ON CONSUMERS, BODY IMAGE, AND NONWOVENS

- Megatrends driving the health care sector, including the emergence of the genomic revolution
- The shift in healthcare responsibilities among the individual, networks, public
- Megatrends driving body image and how we perceive healthy bodies in the future
- Communicating to the information overloaded consumers



Bogi Eliassen, Futurist & Special Advisor on Future of Health
Copenhagen Institute for Futures Studies

Head of Denmark Unit UNESCO Chair in Bioethics (Denmark)

10.30 > 11.00

COMPETING AND COMPLEMENTARY TRENDS AND THEIR IMPACT ON SPUNMELT'S FUTURE

- How to navigate in a business environment where differentiation and mass production are on the agenda
- Identifying the perfect mix between digitisation and individual know-how
- Consequences and solutions for technology suppliers



Bernd Kunze, Managing Director, **Reifenhäuser REICOFIL** (Germany)

11.00 > 11.30

COFFEE BREAK AND NETWORKING

11.00 > 11.30

FLUSHABILITY BREAK-OUT SESSION



- Update to the EDANA/INDA package labelling guidelines for non-flushable wipes
- Results of the European label compliance checks
- Consumer-facing educational activities and messages
- Retailer engagement and support
- Water company and national water body relationships and development
- Overview of the media coverage on wipes and blockages
- Current status of the ISO flushability working group



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

WILL TAKE PLACE IN THE CONFERENCE ROOM

11.30 > 12.00

POST-CONSUMER ABSORBENT HYGIENE PRODUCTS WASTE MANAGEMENT - A CASE STUDY FOR EMERGING MARKETS

- EDANA's activities in the field of waste management
- What's the situation in key developing countries? Hot topics, key needs
- How could our industry become part of the solution?



Ioannis Hatzopoulos, Chair of Waste Working Group, **EDANA**
Senior Manager, Sustainability Communications Global Baby Care,
Procter and Gamble (Germany)

12.00 > 12.30

INDUSTRY LEADERSHIP TOWARDS BETTER WASTE MANAGEMENT IN BRAZIL

- Connecting industry, waste pickers and government
- Pragmatic solutions to improve practices
- Achievements and remaining opportunities and challenges



André Vilhena, Executive Director, **CEMPRE** (Brazil)

12.30 > 14.00

LUNCH & NETWORKING

14.00 > 17.45



MODERATOR

Ludwig Busam, Hygiene Materials Development & Supply Director, Procter & Gamble (Germany)

14.00 > 14.45

BUSINESS: IS IT YOUR GENES?

- How industry can nurture and develop talent
- Moving beyond mediocrity
- Current and future perspectives in gene research



KEYNOTE SPEAKER

Univ. Prof. Mag. Dr. Markus Hengstschläger, The Institute of Medical Genetics, the Medical University of Vienna (Austria)

14.45 > 15.15

A CELLULOSE-BASED SOCIETY

- Learn more about global attitudes towards materials that we use in everyday life based on examples from Sweden, the USA, Germany, Brazil and China
- What are the present trends and driving forces towards a more sustainable future and which scenarios are likely with an eye toward 2030?
- Materials for buildings and cities, circular flows and business models



Paul Krochak, Senior Research Manager, **Innventia** (Sweden)

15.15 > 15.45

DISRUPTIVE CHANGES IN SUPERABSORBENT POLYMER DEVELOPMENT

- The advent of ultrathin and soft diapers nowadays sparks superabsorbent innovation - leading to new functional features
- New diaper designs require superabsorbent polymers that perfectly fit the diaper system, and enabled by modern superabsorbent polymers
- The combination of high absorption capacity, wicking capability and superior haptics turn out to be an important factor in modern diapers and feminine hygiene articles



Thomas Daniel, Vice President Global R&D,
BASF Global Hygiene Business (Germany)

15.45 > 16.15

COFFEE BREAK AND NETWORKING

16.15 > 16.45

LATEST DEVELOPMENTS AND PERSPECTIVES OF NONWOVEN PROCESSES FOR HYGIENE APPLICATIONS

- Hygiene market's evolving fabric needs for new developments
- What the nonwovens industry is doing to meet these needs - process mix and new attributes
- Improving the economics and efficiency of the nowovens industry



David Allan, Editor Nonwovens, **RISI** (United States)

16.45 > 17.15

OUTLOOK FOR HYGIENE PRODUCTS IN IRAN

- Market data, demographics and trends
- Consumer attitudes and demands for absorbent hygiene products
- Future opportunities and challenges



Hatem Otoum, Managing Partner, **Stragnum Offshore** (Lebanon)



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17.15 > 17.45

THE BOOMING HYGIENE MARKET IN THE INDIAN SUBCONTINENT

- Current status of the market and future projections
- Features of local products across different categories
- How traditions and customs impact market development?
- Who's Who in the industry and how to facilitate investments?



Michel Verstraeten, Business Director Hygienics
and Nonwovens IMEA, **Henkel** (Italy)

19.00 > 21.00

THE OUTLOOK™ 2016 COCKTAIL PARTY

at **La Quinta de Jarama**

18.15: Meet in the lobby

18.30: Buses depart from the hotel

21.00-21.30 Buses return to the hotel

DRESS: BUSINESS CASUAL



Friday 23rd September, 2016

08.30 > 13.30

Registration at the NH Collection Eurobuilding Hotel

Please wear your badge at all times for easier networking

08.30 > 09.00

WELCOME COFFEE & NETWORKING

09.00 > 13.00



MODERATOR

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

09.00 > 09.30

TRANSFORMING A COMPANY, FROM STRUCTURE TO CAPABILITIES AND PEOPLE: A CONTINUOUS DRIVE FOR GROWTH AND INNOVATION

- Some views on change drivers and transformation
- Changing with the industry
- Changing the industry
- The transformation



Nina Kopola, CEO, **Suominen Corporation** (Finland)

09.30 > 10.00

A NEW GENERATION OF SOFT AND 3D NONWOVEN FRONTAL TAPES FOR BABY DIAPERS

- Baby diaper producers focus on improved softness, body-fit performance and a trendy look
- The evolution of diaper closures from adhesive tape to nonwovens loop/ frontal tape follows this trend
- The new generation of 3D nonwovens loop is designed to be a step ahead in outlining the future needs



Giacomo Chiti, R&D Manager, **Texus** (Italy)



10.00 > 10.30

DISRUPTIVE INNOVATION IN THE GLOBAL WIPES MARKET

- Overview of global growth trends in wipes
- Evolving technologies in wipes
- R&D and its role in customising products for customers
- Requirements to win in the marketplace



Christopher W. Astley, President, Advanced Air-laid Materials Business Unit, **Glatfelter** (United States)

10.30 > 11.00

COFFEE BREAK & NETWORKING

11.00 > 11.30

UNDERSTANDING THE CHALLENGES FOR PERSONAL CARE INGREDIENTS

- New methods for safety assessment
- Regulatory provisions and self-regulation
- Key ingredients under the spotlight



Karolina Brzuska, Issue Manager Scientific and Regulatory Affairs, **Cosmetics Europe** (Belgium)

11.30 > 12.00

NEW ADHESIVES CONTRIBUTE TO BETTER PRODUCT FIT

- Fit is essential to consumer acceptance in every segment of the hygiene disposable market
- Adhesives have an important role in building a hygiene product with the right fit (elastic strands fixation, stretch element construction, attachment etc)
- See how game changing technologies have recently impacted value of adhesives



Courtney Korselt, Global Communications and Insight Manager, Global Nonwovens Business Unit, **Bostik** (United States)



Christophe Morel-Fourrier, Global Technical Marketing Manager, Nonwovens Business Unit, **Bostik** (France)

12.00 > 12.30

CAN WE WIPE OUT RISKS DURING DEVELOPMENT?

- Find out how to assess risks that actually speed up your launch timeline (and not slow you down)
- Which project management tools are really going to be useful for assessing risks?
- How do consumers perceive risk in their purchasing habits?



Heidi Beatty, Senior Consultant, **Crown Abbey** (United States)

12.30 > 13.00

STATE OF THE ART OF ODOUR MEASUREMENTS WITH A SPECIAL FOCUS ON THE NONWOVENS INDUSTRY

- Introduction to odour measurements
- Molecular vs. human sensory approaches
- Case study



Nathalie Nibbe, Senior Consultant, **Olfasense** (Germany)

13.00 > 13.30

GOODBYE DRINK AND NETWORKING

EDANA WOULD LIKE TO THANK

Mikael Staal Axelsen (Fibertex Personal Care),

Brian D. Haynes (Kimberly-Clark),

Krzysztof D. Malowaniec (Paul Hartmann),

Dany Michiels (TWE) and

Marianna Pierobon (BASF), for their support in drafting this programme

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

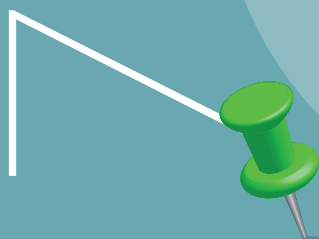
All presentations & moderated sessions will be held in English.



Let's Tweet!

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WILL YOU
BE HERE?



10

27 – 29 September, 2017

CASCAIS PORTUGAL

Hotel Cascais Miragem

2

OUTLOOK™
15th EDITION





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