

OUTLOOK₂₀₀₅

The World's premier Personal Care Products Conference

After just 3 editions **OUTLOOK**, organised
by **EDANA**, has established itself as
the world's **premier** Personal Care Products Conference



For 2005, we have a new, attractive
Mediterranean location, excellent networking
opportunities and topics of special interest
to key executives from the hygiene
products industry and its suppliers.



Topics for 2005 include :

- Hygiene products market in China <
- First results of largest public incontinence products testing <
- Real value of intellectual property <
- Exciting new functional additives <
- Trends in oil-based resources and alternatives <
- Concept development focusing on customer demands <
- EU environment regulatory requirements <
- Lessons to be learnt from retailers <
- Is your company ready for the unexpected <
- Supply chain management <
- Wipes trends <

13.00 > 19.00**Registration at the Hotel Melià Sitges**

Please wear your badge at all times for easier networking

13.30 > 15.30

ENJOY A COFFEE AND START NETWORKING

**SESSION 1**

MODERATOR

Kris Malowaniec, Senior Vice President, Paul Hartmann

15.30 > 17.00**Trends in EU environmental policy – good news or bad?**

- Existing legislation – upgrades and streamlining
- A shift in strategic thinking – targeting sustainability
- Managing the life cycle – sustainable production and consumption
- Quality of life – increased economic growth : reduced environmental impacts

 Bill Duncan, Managing Director, ASSURRE (Belgium)**Absorbent hygiene products industry's approach towards sustainable development**

- A definition of sustainable development – “A better quality of life”
- EDANA's first “Sustainability Report” for baby diapers and incontinence products presented
- Key messages of the “Sustainability Report”
- The ASSURRE – EDANA partnership to address the solid waste challenge: becoming “part of the solution”

 Dr. Ioannis Hatzopoulos, External Relations Manager, Procter & Gamble Service GmbH (Germany)

17.00 > 17.30

COFFEE & NETWORKING

17.30 > 18.15**Results and recent adult incontinence product testing**

- Largest ever adult incontinence products testing
- Test scope and parameters - all relevant product categories tested in laboratory and practical use
- First hand presentation of panel and laboratory results
- Need for performance evaluation on human panel

 Dr. Konrad Giersdorf, Chemist/Project Manager, Stiftung Warentest (Germany)

18.30 > 20.30**EDANA COCKTAIL PARTY ***

Hotel Melià Sitges – The ideal opportunity for relaxed networking



* BUSINESS SUIT OR CASUAL DRESS

08.00 > 18.00

Registration desk open

Please wear your badge at all times for easier networking

09.00 > 09.30

ENJOY A COFFEE AND START NETWORKING

**SESSION 2**

MODERATOR

Joanna Lund, Director, Corporate Communications, Kimberly-Clark EMEA

09.30 > 11.00

Developments in the China babycare business

- A qualitative analysis of the business for baby diapers and wet wipes in China
- Regional developments
- The new Chinese middle class and the usage of baby diapers
- Growth trends and future opportunities
- Feedstock supply

Melissa Wang, Head of Marketing China, DSG International Ltd (China)**Is your company ready for the unexpected?**

- Industries and companies behaviour increasingly under the spotlight. Why? Does it matter?
- Hygiene not immune – risks getting better
- Response to scrutiny impacts reputation, credibility, trust and business performance
- Simple steps can be taken in advance to manage the unexpected
- Ten basic rules of effective crisis management

Sarah Portway, Managing Director, Aspire Communications (UK)

11.00 > 11.45

COFFEE & NETWORKING

11.45 > 13.00

Polymers for a sustainable society

- Background; opinion, political measures, oil price
- What must be done to make polymers sustainable
- Recycling
- Renewable raw material for plastics

Professor Thomas Hjertberg, Department of Chemical & Biological Engineering, Chalmers University of Technology (Sweden)**Functional additives for technical and marketing enhancement**

- Increased complexity of market expectations
- Requirements met by modification of base nonwoven webs
- Broad range of functional additives and coatings
- Their impact on the provision of enhancement or unique properties
- Specific areas, such as absorbency and antimicrobial treatments, reviewed

Dr. George Kellie, CEO, Microflex Technologies Ltd. (UK)

13.00 > 14.30

LUNCH

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

**SESSION 3**

MODERATOR

Rolf Altdorf, Vice President EMEA, PGI Divisional Headquarters Europe

14.30 > 15.45

YCC Your Concept Car - If you meet the expectations of women you exceed the expectations of men

- Marketing to women, higher demands than men
- They want everything men want, but then they want more
- YCC, a car with passion and full of functionality
- Sporty coupe with good vision, storage and personalisation possibilities

◀ **Dr Elna Holmberg**, YCC Technical Project Manager, Volvo Cars (Sweden)



Winning with innovation - what do the best companies do?

- Results of third global innovation excellence survey
- Improving profit growth through better innovation management
- Where do the top 25% most innovative companies excel in innovation management?
- Implications for personal care products

◀ **Frederik van Oene**, Director, Arthur D. Little Benelux SA/NV (Belgium)

15.45 > 16.45

COFFEE & NETWORKING

16.45 > 18.00

Valuing intellectual property for sale or settlement

- Value of Intellectual Property necessary in licensing negotiations or settling lawsuits
- Essential Intellectual Property is properly valued, to avoid under or over-paying
- Practical techniques and methods outlined, to ensure best deal for your company

◀ **John Pollaro**, President, John Pollaro Consulting Intellectual Property Advisors (USA)



Supply management: partnerships

- Partnership approach
- Basics of this partnership approach
- Innovation

◀ **Paul Eevers**, Category Supply Management Director Beverages, Unilever Europe Foods NV/SA (Belgium)

18.30 > 20.30

THE OUTLOOK 2005 COCKTAIL PARTY *

The Palau Maricel, ten minutes walk from the Conference hotel, is the special location for our OUTLOOK cocktail. This palace features cloisters and terraces open to the sea, "Gold" and "Blue" rooms, and even its own chapel.

* BUSINESS SUIT



08.30 > 11.30

Registration desk open

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09.00 > 09.30

ENJOY A COFFEE AND START NETWORKING



SESSION 4

MODERATOR

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

09.30 > 11.15

Retail industry challenged for the hygiene products industry

- Trends in the European retail industry
- How do changes in the retail market influence the development of the hygiene industry and its suppliers
- Strategies to deal with these changes

< **Peter Rohleder**, Chairman & CEO, Lavandoo SA (Switzerland)



Succeeding in a proliferating marketplace

- Understanding the European consumer – trading up and down
- Winning retail and channel formats – implications of hard discounters' expansion
- Supplier strategies – turning proliferation into profit and growth

< **Trond Riiber Knudsen**, Director, McKinsey & Company (Norway)



The wet wipes phenomenon

- Dynamic growth
- Reasons behind the growth
- Current market conditions
- The challenge – where do we go from here?

< **Michael Staton**, Chief Executive, Nice-Pak International (UK)

> 11.15

GOODBYE COFFEE & FINAL NETWORKING





Hotel Melià Sitges

Joan Salvat Papasseit, 38 - 08870 Sitges (Barcelona)

PHONE +34 93 811 08 11 - FAX +34 93 894 90 34

EMAIL melia.gran.sitges@solmelia.com



The Palau Maricel

Some tips for Barcelona (Sitges)

The Hotel Melià Sitges is located just 20 minutes by taxi (around 35€) from Barcelona airport

- All bedrooms have terraces and most have sea views
- Sitges is the most charismatic and cosmopolitan costal resort in Catalonia, Spain
- It benefits from a microclimate with more than 300 sunny days a year
- Being a fishing town, in a wine growing area, good seafood restaurants abound
- EDANA will send you a list of recommended restaurants upon registration
- The Palau Maricel (sea and sky), our cocktail party location, ten minutes walk from the Hotel Melià Sitges, is an eclectic work where the architecture, particularly in the cloisters and terraces, plays with the light and the proximity of the sea.

Welcome to a new, and even better **OUTLOOK** experience.

SYMPOSIUM REGISTRATION FORM TO BE RETURNED TO:



157 Avenue Eugène Plasky
B-1030 Brussels / Belgium

PHONE + 32 2 734 93 10
FAX + 32 2 733 35 18
EMAIL info@edana.org
www.edana.org

PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

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

Title Company Name

Company Address

Postal Code City Country

Phone Fax

E-mail..... VAT Number.....

Date | | | > | | | 2005 Signature

Fees (including 16% for VAT for Spain)

- | | |
|------------------------------------|--------|
| ☐ EDANA Member | € 1392 |
| ☐ Non-Member | € 1566 |

Fee includes 1 lunch and 2 evening cocktails, coffees, and CD-Rom containing the OUTLOOK 2005 Conference papers.

- ☐ Please tick this box if your partner is able to come to the EDANA Cocktail Party on 28 September evening
- ☐ Please tick this box if your partner is able to come to the EDANA Cocktail Party on 29 September evening
- ☐ Please tick this box if you and/or your partner intend to participate to our first EDANA Golf Tournament
- ☐ Please tick this box if your partner is able to participate to the Partner programme.

Methods of payment

- ☐ **Bank transfer** Payment has been made by bank transfer to: EDANA (indicate delegate and company name)
Account N° 310-0760708-23 / ING • Agence Val d'Or / B-1150 Brussels / Belgium
IBAN BE92 3100 7607 0823 / BIC BBRUBEBB
Payment must be free of all bank charges

- ☐ Credit Card ☐ VISA ☐ DINERS ☐ MASTERCARD ☐ AMEX

Card number | | | | | | | | | | | | | | | Expiry date | | | > | | |

Card holder's name..... Signature

- Cancellations** No reimbursement for cancellations after 15 September 2005.
Before this date, EDANA will deduct € 35 to cover handling, bank charges etc.

PLEASE FAX COMPLETED FORM TO THE SPANISH HERITAGE IBERIAN TOURS
by 30 June 2005. The total amount of your stay will be charged
to your credit card. (see Means of payment)

- Spanish Heritage Iberian Tours (SHE)

Numancia, 73 2ºB | E-08029 Barcelona

FAX +34 9341 96 866

TEL +34 9332 21 050

E-MAIL dgiammichele@she.es

PLEASE NOTE THAT ONLY PROPERLY COMPLETED BOOKING FORMS FILLED IN BLOCK CAPITALS WITH ALL REQUIRED DETAILS WILL BE ACCEPTED

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

Title Company Name

Company Address

Postal Code City Country

Phone Fax

E-mail

Accommodation (Rates per night including buffet breakfast and VAT at 7%)

Type of room ☐ Single room: € 160,50 (€ 150 + 7% VAT) ☐ Double room: € 185,11 (€ 173 + 7% VAT)

Date of arrival		>		2005	Date of departure		>		2005	Number of nights
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Special request

Payment (see means of payment)

☐ **I authorise** SHE Iberian Tours S.A. to deduct from my credit card the total amount of my stay. €..... Number of nights |

☐ VISA ☐ AMERICAN EXPRESS ☐ ACCESS / MASTERCARD ☐ OTHER

Card number | | | | | | | | | | | | | | | | Expiry date | | | > | |

Card holder's name..... Signature

Accommodation policy (see means of payment)

- Accommodation has been reserved at the Hotel Melià Sitges. Kindly note that capacity is limited and all requests will be considered in order of receipt.
- Requests received after **30 June 2005** will be confirmed only within possibilities left
- Prices are in Euro per room and night, including buffet breakfast and VAT.

Means of payment

- Kindly note the total of amount of your stay will be charged to your credit card.
- Upon receipt of the properly completed form and the requested payment, SHE Iberian Tours will send you the confirmation of the accommodation and cancellation conditions.