

17–19 September 2008

Hotel Cascais Miragem

LISBON – ESTORIL/CASCAIS (PORTUGAL)



OUTLOOKTM 2 0 0 8

**The World's premier
Personal Care Products Conference**



**OUTLOOK²⁰⁰⁷ with
365 key executives
from 156 companies
in 27 countries
was a huge success.**

Some comments from delegates of OUTLOOK²⁰⁰⁷

- “ High quality and relevant speakers ”
- “ Excellent content and stimulating delivery ”
- “ Networking opportunities very helpful
to establish business contacts ”
- “ Superb and professional organisation ”

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> world's
leading
nonwovens
exhibition <

OUTLOOK™ 2 0 0 8

The World's premier
Personal Care Products Conference

will feature the following important themes:

- Sustainability ‹
- Innovation ‹
- Trends ‹
- Flushability ‹

For the 7th edition of OUTLOOK, the attractive location of Cascais was reselected for the second time due to the enthusiastic delegates' feedback:

- Attractive location with proximity to Lisbon airport and city ‹
- Excellent conference facilities ‹
- Ideal for business entertaining ‹



The two EDANA cocktail parties promise to provide you with unrivalled networking opportunities! The cocktail of 18th September will take place in the Forte São Julião da Barra located exactly where the Tagus meets the ocean, in Oeiras, and this is the largest and most important coastal fortress in Portugal. Built in the region of Dom João III in the second half of the sixteenth century, the fortress is now one of the official residences of Portuguese state officials.

For further information regarding

EDANA's OUTLOOK 2008

contact EDANA

157 Avenue Eugène Plasky

B-1030 Brussels

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www.edana.org

THANKS _ EDANA would like to thank the chairman Krzysztof Malowaniec, Paul Hartmann (Germany) and members of the OUTLOOK 08 Steering Committee, Kenneth Strassner, Kimberly-Clark Corporation (USA), Pieter Meijer, Fiberweb Europe (France) and Gunnar Preifors, SCA Hygiene Products (Sweden), for their help in setting up this programme.

ORGANISED BY
edana
THE VOICE OF NONWOVENS

13.00 > 18.30

Registration at the Cascais Miragem Hotel

Please wear your badge at all times for easier networking

13.30 > 14.45

COFFEE AND NETWORKING

14.45 > 15.00



Opening

Krzysztof Malowaniec, Vice President Development and Corporate Communications,
Paul Hartmann (Germany)

MODERATOR



Sustainability session (PART I)

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

15.00 > 16.20

Carbon Footprint and LCA - Measuring Product Performance

- LCA is an established and thorough tool for understanding the environmental impacts of products
- Carbon footprints offer several benefits relative to full LCA and many limitations as well
- Kimberly-Clark's experience with carbon footprints may provide useful guidance to other organizations considering this challenge



David Challis, Europe Environment Manager, Kimberly Clark (United Kingdom)

Simon Aumônier, Partner, Environmental Resources Management (United Kingdom)

Company responses to European challenges around sustainability



- Defining Sustainability: What is new?
- Who are the key stakeholders: Who is driving the agenda?
- Challenges and considerations for industry: A new paradigm?

Ben Gannon, Executive Director European Government Affairs & Policy, Johnson & Johnson (Belgium)

16.20 > 16.50

COFFEE AND NETWORKING

16.50 > 17.55

A new approach to the problems

- Innovation does not lie in continual technological updating, but in the way in which we look at a particular problem
- Output being input for other systems will be an interesting approach for the industrial processes
- New business generating from the open industrial systems
- Case history regarding napkins



Prof. Luigi Bistagnino, Professor & President (Industrial Design Courses), The school of design at the Politecnico di Torino (Italy)

How understanding and publishing comparable footprints drives emissions reductions and adds brand value

- Why is it critical for industry to know the footprint of its products, and make this public?
- How do we ensure comparability of published footprints?
- How does carbon footprinting drive reductions in emissions?
- What has the Carbon Trust learnt so far, and where are we heading?



Martin Barrow, Customer and Projects Manager, Carbon Trust Footprinting & Product Labelling (United Kingdom)

18.30 > 20.30

EDANA Cocktail Party

Cascais Miragem Hotel – The ideal opportunity for relaxed networking

* Casual Dress

08.00 > 18.00

Registration at the Cascais Miragem Hotel

Please wear your badge at all times for easier networking

08.30 > 09.00

COFFEE AND NETWORKING

MODERATOR



Sustainability session (PART II)

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

09.00 > 10.10

Private Label: Opportunities, Challenges & Category Growth

- IGD is forecasting continued growth of the private label market to 2012
- Retailers such as Tesco, Carrefour and Migros continue to lead the way
- Best practice learnings from food categories are increasingly being applied into non-food and health and beauty categories



Adrian Williams, Senior Business Analyst, IGD (United Kingdom)

Managing risks and creating value - Sustainability seen by a large chemical company

- Major sustainability challenges and drivers
- BASF's strategic approach
- Managing risks and creating value



Dr. Lothar Meinzer, Director Sustainability Center, BASF (Germany)

10.10 > 10.40

COFFEE AND NETWORKING

10.40 > 12.35

Measuring Unilever's Economic Impact

- Economical and political dimensions of sustainability
- Case study: How the world's second biggest consumer-goods company makes the most of the advantage it was handed in emerging economies: "the legacy that got left on the shelf".
- What is in for the nonwovens industry?



Ethan B. Kapstein, Paul Dubrule Professor of Sustainable Development, INSEAD (France)

Reducing the carbon footprint of beverage packaging

- Decoupling carbon footprint and business growth
- Assessing the footprint up and down the value chain
- Cooperating with Climate Savers



Mario Abreu, Director, Environment, Tetra Pak International (Sweden)

Sustainability - Benefits, Stakeholders, and Stewardship

- The benefits and sustainability of absorbent hygiene products and wet wipes - how industry is raising awareness
- Dialogue with Stakeholders - Pan-European programme combining research and communication
- The Value Chain – what the programme can do for you
- Future initiatives – what's next



Dr. Stefanie Christmann, Director Communications, SCA Global Hygiene Category and Personal Care Europe (Germany)

Dr. Ioannis Hatzopoulos, External Relations Manager, Baby Care, Procter & Gamble (Germany)

12.45 > 14.45

LUNCH

MODERATOR



Innovation session

Krzysztof Malowaniec, Vice President Development and Corporate Communications,
Paul Hartmann (Germany)

KEYNOTE SPEAKER

14.45 > 16.00

Innovation in Times of Globalisation

- What is the relative importance of process and incremental improvements compared to clever new technologies in the innovation process?
- What is the role of intellectual property and in-house research in a world in which the current trend is towards open innovation and collaboration?
- Can firms measure innovation properly, let alone manage the process of innovation? Which firms do this best—and what have they learned about this process?
- Can developing giants like China and India, endowed with the intellectual base, domestic markets and natural resources to tackle innovation head-on, really “leapfrog” ahead of the rich world—or are they destined to be “fast followers” or laggards as the conventional economic texts maintain?



Vijay V. Vaitheeswaran, Correspondant, The Economist (USA)

16.00 > 16.15

COFFEE AND NETWORKING

16.15 > 17.45

Future Nonwoven Technologies for the Hygiene Business

- Advanced materials form one of the developments ushering the fifth Kondratiev cycle
- Current developments are mainly in the area of fibres with added functionalities
- With respect to sustainability the focus is directed towards green fibres



Marijn Warmoeskerken, Professor, Universiteit Twente (The Netherlands)

Customer Driven Innovation Scouting

- Customer integration can increase innovativeness and lead to radical innovation
- The secret of success is to integrate the right customer, at the right time with the right method
- Customer integration and high risks for the company



Dr. Ellen Enkel, Head Competence Center Open Innovation, University of St.Gallen (Switzerland)

Open Innovation: Accessing External Talent Pools in Research and Development

- Prize-based Open Innovation is an established method for extending the reach of a company's R&D function
- Open Innovation is a skill that companies must adopt to remain competitive
- Prize-based Open Innovation: From “Not Invented Here” to “Proudly Found Elsewhere”



Bruce Ackman, Director, Business Development, Innocentive (USA)

18.30 > 20.30

The OUTLOOK 2008 Cocktail Party* : Forte de São Julião da Barra

Located at the exact point where the river Tagus meets the Atlantic Ocean, at Oeiras, this is the largest and most important coastal fortress in Portugal. It was built during the reign of king João III in the latter half of the sixteenth century and is now one of the official residences of the Portuguese State.

DEPARTURE AT 18.30 (BUS TRANSFER) FROM :

Cascais Miragem Hotel (Conference Hotel - main entrance) / Hotel Palacio Estoril (main entrance)

* As the Cocktail is on a platform overlooking sea, we advice you to dress warmly.



08.30 > 11.45

Registration at the Cascais Mirage Hotel

Please wear your badge at all times for easier networking

09.00 > 09.30

COFFEE AND NETWORKING

MODERATOR



Trends session

Michael Staton, CEO, Nice-Pak International (United Kingdom)

09.30 > 11.30

Russian & CIS Personal Care Industry. Today and Tomorrow



- Current status and volume of Russian/CIS personal care market
- Private label segment is at the very beginning of the big race
- Perspectives of Russian/CIS personal care market in the future

Dmitry Koulikov, CEO, H-TECH (Russia)

Moist Wipes, an innovative product category in nonwovens



- Consumer benefits
- Requirements for development
- Regulatory aspects
- Future trends

Frank-Michael Tesky, Consultant, Cosmetic Development and Regulatory Consulting (Germany)

Industry Watch: Creating further value and prospects for personal hygiene products



- Latest market developments: opportunities and setbacks
- Growth opportunities for the future beyond the BRICs
- Satisfying the green consumer: providing convenient yet sustainable product solutions
- 'Expectation economy': innovation and marketing strategies, success stories and challenges ahead
- Future outlook for the industry – 2012 and beyond

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

INDA/EDANA Flushability Guidelines



- Background and rationale
- Tiered methodology
- How to apply the methodology / Examples
- Next Steps

David Powling, Family Care Moist Wipes - Product and Technology Development, Kimberly-Clark Corporation (USA)

Ioannis Hatzopoulos, External Relations Manager, Baby Care, Procter & Gamble (Germany)

> 11.45

GOODBYE COFFEE AND FINAL NETWORKING



LISBON – ESTORIL/CASCAIS (PORTUGAL)
PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

FAX TO THE HOTEL OF YOUR CHOICE BEFORE 15TH AUGUST

☐ Mr. ☐ Ms. ☐ Other

First Name Last Name

Company

Job Title Email

Direct Phone Direct Fax

Address

Post Code

City Country

Date of arrival , 2008

Signature

Reservation (Price inclusive of all applicable legal taxes & full buffet breakfast)

Hotel Cascais Mirage
Avenida Marginal 8554
2754-536 Cascais, Portugal
www.cascaismirage.com

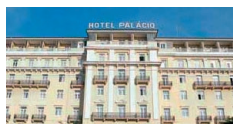


Reservation department
Contact: Sara Duarte
☎ + 351 (21) 006 0600
☎ + 351 (21) 006 0601
✉ margarida.aguira@cascaismirage.com

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

☐ Single Room › € 175
☐ Double Room › € 195

Hotel Palacio Estoril
Rua Particular
2769 - 504 Estoril, Portugal
A shuttle bus from this hotel to the Conference hotel will be organised
www.palacioestorilhotel.com



Reservation department
Contact: Mafalda Soares
☎ + 351 (21) 464 8000
☎ + 351 (21) 464 8159
✉ mafalda.soares@hotelestorilpalacio.pt

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

☐ Single Room › € 175
☐ Double Room › € 195

Vila Gale Estoril Hotel
Avenida Marginal – Apartado 49
2675-901 Estoril, Portugal
www.vilagale.pt



Reservation department
Contact: Rita Mendo
☎ +351 217907643
☎ +351 217907640
✉ estoril.grupos@vilagale.pt

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

☐ Single Room › € 130
☐ Double Room › € 145

Accommodation policy

In order to guarantee your room, please give your credit card number and expiry date. The credit card given will only be charged in case of no show or late cancellations. (Cheques are 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. It is MANDATORY to present the Hotel's reservation confirmation number at Check-in

Means of payment

☐ AMEX ☐ DINERS ☐ MASTERCARD ☐ VISA

Card Number

Expiry Date ,

CVV Code

Card holder's name Signature



LISBON – ESTORIL/CASCAIS (PORTUGAL)

TO BE RETURNED TO:



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B-1030 Brussels / Belgium
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EMAIL info@edana.org | www.edana.org

PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

☐ Mr. ☐ Ms. ☐ Other

First Name Last Name

Company

Job Title

Address

Post Code City

Country VAT Number (mandatory)

Direct Phone Direct Fax

Department Email

Date , 2008 Signature

Fees (fee includes entrance to the Conference, lunches and 2 evening cocktails, coffees, CD-Rom containing the OUTLOOK 2008 Conference papers.)

Conference (including 21 % VAT for Portugal)

☐ EDANA Member € 1560

☐ Non-Member € 1755

Please tick the box if your partner is able to come to the EDANA Cocktail Parties on

☐ 17 September

☐ 18 September

Methods of payment

☐ Bank transfer Payment has been made by bank transfer to (payment must be free of all bank charges) :

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

☐ CREDIT CARD

☐ AMEX

☐ DINERS

☐ MASTERCARD

☐ VISA

Card Number

Expiry Date ,

CVV Code

Card holder's name Signature

Cancellations

No reimbursement for cancellations after 28 August 2008.

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

“ **EDANA** offers key executives
from the personal care products
industry and its suppliers
superb opportunities for
networking at **OUTLOOK** 2008 ”

For further information regarding
EDANA's OUTLOOK 2008

EDANA

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The Conference takes place at
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WEB www.cascaismirage.com

THE CONFERENCE LANGUAGE IS ENGLISH

ORGANISED BY
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THE VOICE OF NONWOVENS