

WITH 12 EDITIONS  
IN EUROPE AND  
ASIA PACIFIC,  
THE CONFERENCES HAVE  
SO FAR ATTRACTED OVER  
4,000 PARTICIPANTS  
FROM ACROSS THE GLOBE.



# OUTLOOK<sup>TM</sup>

2 0 1 4

## THE WORLD'S PREMIER **NONWOVEN PERSONAL CARE PRODUCTS CONFERENCE**

24<sup>th</sup> – 26<sup>th</sup>  
September 2014

HOTEL REY JUAN CARLOS I  
BARCELONA | SPAIN



**A unique networking event  
attracting the industry's leading  
decision makers, year after year.**

- Cost-effective and exclusive European location
- Attracting participants from across the nonwoven personal care products supply chain
- Ideal facilities for your additional business meetings
- Top level speakers tailored to the needs of key executives:
  - Markets (Geographic, Economic)
  - Technology and Innovation
  - Applications and Research
  - Sectors and Future Growth
  - Market Data and Trends
  - Regulatory Landscape
  - Sustainability

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## Wednesday 24 September 2014

13.30 &gt; 18.15

### Registration at the Hotel Rey Juan Carlos – Barcelona

Please wear your badge at all times for easier networking

13.30 &gt; 14.15

### COFFEE AND NETWORKING

14.15 &gt; 14.30

### Opening and Welcome



**Patricia Featherstone**, Director Marketing & Communications Hygiene & Medical, RKW ACE SA (Belgium) & Chair of the EDANA Board of Governors

14.30 &gt; 18.15

## Session 1



### MODERATOR

**Pierre Wiertz**, General Manager, EDANA (Belgium)

14.30 &gt; 15.30

## GLOBAL TALENT RALLY

As the race continues globally to find and attract the best talent, companies today find themselves competing with an ever-growing number of firms and countries, for the best candidates in science, technology and finance. In this talk, some of the main drivers as well as solutions will be examined, offering a global view on the push and pull factors of talent mobility. The objective of this talk is to propose constructive and viable solutions to help industrial companies compete and win in this global battle for talent.



### KEYNOTE

**Sally Khallash**, MD, Skilled Mobility Expert, Global Talent Strategy (Denmark)

15.30 &gt; 16.15

## THE SUCCESS OF THE NORDIC MODEL. WHAT'S THE RECIPE? WHAT COULD BE REPLICATED?

The recipe of the Nordic model consists of about a dozen ingredients. They are combined in different ways in the Nordic countries. Partly because of that, the definition of the Nordic model is not too precise, and it can seem specific to Nordic conditions, and thus difficult to replicate in other countries. Not quite true.

Many of the ingredients are practical solutions to various challenges, and they could to some degree be replicated.

Actually, some of the ingredients would not even need political decisions to be replicated, but could be used by individual companies.

Even though the Nordic model has been successful, it is important to remember that it is far from perfect.

The presentation gives you an insider's view of what to use and what not to use.



### KEYNOTE

**Axel Olesen**, Futurist, CEO, NextNordic (Denmark)



24<sup>th</sup> – 26<sup>th</sup> September 2014  
HOTEL REY JUAN CARLOS | BARCELONA | SPAIN

16.15 > 16.45

COFFEE AND NETWORKING

16.45 > 17.15

## EDANA SUPPORT TO INDUSTRY: THE OUTREACH PROGRAMME

- How the EDANA Outreach programme fits within the broader strategy and industry support
- The areas of focus for delivery by EDANA, including both industry sector and geographic support
- How the program of international events is developed and managed
- What services and support EDANA staff can offer outside Europe



**Patricia Featherstone**, Director Marketing & Communications Hygiene & Medical, RKW ACE SA (Belgium) & Chair of the EDANA Board of Governors



**Abby Bailey**, Director of Marketing & Communications, EDANA (Belgium)

17.15 > 18.15

## Panel Discussion

### TRENDS AND INNOVATION IN AHPS MARKET EXPERTS' REVIEW



**MODERATOR**

**Matt Carey**, Publisher, Nonwovens Industry (USA)



**Jim Hanson**,

Director, Marketing Technology Service, Inc. (USA)



**Edgar Herrmann**,

Technical Director, HY-TEC – Hygiene Technologie (Germany)



19.00 > 21.00

## EDANA COCKTAIL PARTY

**at the Hotel Rey Juan Carlos**

The ideal opportunity for relaxed networking

CASUAL DRESS

## Thursday 25 September 2014

08.30 > 17.45

### Registration at the Hotel Rey Juan Carlos – Barcelona

Please wear your badge at all times for easier networking

08.30 > 09.00

COFFEE AND NETWORKING

09.00 > 09.45

### INNOVATION IN ASIA – IMPLICATIONS FOR EUROPE

- What's driving the Asian challenge - innovation or cheap labour?
- The arguments about Asia's Frugal and Cost innovations
- The evolving challenge - from cheap assembly to cheap engineering
- Lessons from European corporate responses - the successes and the failures
- Some thoughts on Intellectual Property in this new era



#### KEYNOTE

**Louis Turner**, Chief Executive, Asia-Pacific Technology Network (United Kingdom)

09.45 > 13.00

### Session 2



#### MODERATOR

**Patricia Featherstone**, Director Marketing & Communications Hygiene & Medical, RKW ACE (Belgium) & Chair of the EDANA Board of Governors

09.45 > 10.15

### FROM INCREMENTAL TO BREAKTHROUGH INNOVATION MOVING YOUR BUSINESS INNOVATION FORWARD

- Due to the commonality of global assets how do you drive preference in the market place? Everyone has the same basic building blocks.
- Creates the need for something new. The company that produces unique material benefits or advantage cost will have the edge.
- Supports the need for more process innovation for new materials and also cost innovation... something new



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

10.15 > 10.45

### ARE CONSUMERS WILLING TO PAY FOR SUSTAINABILITY OR ENVIRONMENTAL BENEFITS?

- Products with environmental benefits are preferred, all other factors (function, design, price, etc.) being equal
- The more price elastic products are, the less likely consumers pay for environmental benefits
- Tangible, functional benefits beat intangible, emotional ones in low interest categories



**Jan Bock**, Senior Management Purchasing International, Lidl Stiftung & Co. KG (Germany)

10.45 > 11.30

COFFEE AND NETWORKING



11.30 > 12.00

## CONSUMER PERCEPTIONS OF DISPOSABLE HYGIENE PRODUCTS

- The role adhesives can play in achieving softness, breathability, wetness indication and fewer odours.
- Areas of growth and areas of challenges.
- The latest trends in technology, materials and processing



**Christophe Morel-Fourrier**, Global Technical Marketing Manager, Bostik GNW (France)

12.00 > 12.30

## THE RIGHT PRODUCT FOR THE RIGHT PATIENT

- The objective of the IMPRESS Network is to understand current challenges faced in management and treatment of incontinence and exploit current state of the art in technology to bring about a step-change in mind-set toward incontinence technologies.
- This will be achieved by a novel approach to facilitate synergy between incontinence technology advocates from academia and industry, patient groups and healthcare providers.
- Harnessing the vast array of engineering and science expertise will increase the likelihood of delivering novel technologies that will provide a substantial impact to incontinence management and prevention.



**Richard Day**, Senior Lecturer in Biomedicine, Applied Biomedical Engineering Group, Division of Medicine, University College London (United Kingdom)

- The UK market is changing according to a growing number of consumers, increasing restrictions on provision, and the reform of the National Health Service.
- Faced with the challenge of achieving greater priority for continence care, leading groups including parliamentarians, clinicians, academics and industry are working with the key public body to guide and support commissioning decisions over services.
- The ideal continence service should provide equitable integrated care by specialist clinicians, providing pathways for intervention and allow for provision of optimal products to meet patient needs. Overall such services are cost effective and remove significant associated cost from the system.



**Tracy Stewart**,

Director General AHPMA (Absorbent Hygiene Products Manufacturers Association)

12.30 > 13.00

## AGEING, CHRONIC DISEASES AND THE VALUE OF MEDICAL DEVICES (THE SOCIETAL PERSPECTIVE)

- The ageing population challenges health and social care systems all across the globe
- Financing of and provisions for medical devices, which enable people to live as long as possible independent from care of others, are under pressure in many countries
- Medical devices for incontinence care bring effectiveness and efficiency to the users (patients & carers) and to the society as a whole
- Current criteria and standards for evaluating products for incontinence care do not measure relevant outcomes for the user and the context of use
- We need evaluation criteria and standards, that demonstrate the value of incontinence care products to society in an ageing population with an increase of chronic conditions



**Anne Farbrot**, Standardisation Development Director, SCA Global Hygiene Category (Sweden)

13.00 > 14.30

LUNCH

Thursday 25 September 2014

14.30 > 17.45

Session 3



**MODERATOR**

**Krzysztof Malowanec**, Senior Vice President, Paul Hartmann (Germany)

14.30 > 15.00

### NEW FINDINGS FOR A SKIN FRIENDLY TOP SHEET IN ADULT INCONTINENCE

- TENCEL® nonwoven fabrics as topsheets in the hygiene segment of adult incontinence.
- Improved wearability and comfort in a heavy duty application.
- Product performance meets textile like appearance



**Dr. Martin Häubl**, Project Manager, Lenzing (Austria)

15.00 > 15.30

### REGULATORY AND SAFETY INFORMATION FOR PLACING AHPS ON THE MARKET: AN EDANA TEMPLATE AS A BASIS FOR DIALOGUE ACROSS THE SUPPLY CHAIN

- What is the basic regulatory and safety information you need for placing absorbent hygiene products on the EU market?
- What is the information expected from suppliers and what is the information expected from manufacturers?
- How can we ensure dialogue on safety and regulatory requirements across the supply chain?



**Susan Iliefski Janols**, Director Sustainability, SCA Group Function Sustainability (Sweden)

15.30 > 16.15

COFFEE AND NETWORKING

16.15 > 16.45

### SHORT CUT VISCOSE FIBRES FOR FLUSHABLE NONWOVEN SUBSTRATES

- Introduction into flushable products: applications, benefits and challenges.
- Fundamentals: Requirements for producing flushable products.
- Basics of dispersibility: Theories for breaking up a nonwoven product.
- Case study: Options of adapting speciality fibres to optimize flushable products.
- Summary: Combination of key parameters for "tailored flushability"

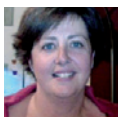


**Sebastian Basel**, Business Manager Speciality Papers, Kelheim Fibres (Germany)

16.45 > 17.15

### ANIMAL-FREE APPROACH FOR THE PREDICTION OF RISK: A FOCUS ON SKIN TOXICITY ASSESSMENT OF NONWOVENS AND WET WIPES

- The risk assessment with in-vitro methods
- Skin irritation assessment: baby and adult in-house 3D human reconstructed epidermis "VitroDerm"
- A dedicated application for nonwovens and wet wipes: technical approach, application and examples
- Conclusions and expectations



**Sophie Catoire**, In Vitro Toxicology Manager, Thor Personal Care SAS (France)



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17.15 > 17.45

## DEVELOPING A NEW GENERATION OF READY TO USE MEDICAL DISINFECTING WIPES



- The development steps for a mid-sized company from nonwoven tailoring to product development
- Taking the nocemi® med wipes from idea to reality
- Why disinfecting wipes are an essential part of the medical healthcare promise to its patients

**Bernhard Awolin**, Managing Director, imeco (Germany)



18.15 > 21.00

## THE OUTLOOK 2014 COCKTAIL PARTY

### CASA LLOTJA DE MAR

Buses depart from  
the Hotel Rey Juan Carlos I at 18.15  
and will run one-way only

BUSINESS DRESS



## Friday 26 September 2014

08.30 > 09.00 COFFEE AND NETWORKING

09.00 > 12.45

### Session 4



#### MODERATOR

**Robert Green**, Global Director of Fibers and Nonwovens, NatureWorks LLC (United States)

09.00 > 09.30

### CREATING VALUE WITH SUSTAINABLE FLUFF PULP FROM NORDIC FORESTS



- Benefits of Nordic Fluff Pulps
- Excellent and versatile fibres for all hygiene end-uses
- Responsible and traceable value chain from forest to the customer

**Kirsi Seppäläinen**, Head of Communications and Sustainability, Stora Enso (Finland)

09.30 > 10.00

### SHARING EXPERIENCE IN LCA FOR SPUNMELT NONWOVENS



- Introduction to LCA
- The importance of assumptions and their impact on internal and external comparisons
- Overview of a Spunmelt Nonwovens LCA
- Examples of environmental efforts and their impact on LCA results
- Helping converters fulfilling Environmental Product Declaration (EPD) requirements

**Thomas Broch**, Senior Scientist, Fibertex Personal Care (Denmark)

Co-author: **Mette Søgaard**, Quality & Sustainability Director, Fibertex Personal Care A/S

10.00 > 10.30

### SUSTAINABLE DEVELOPMENT



- The global challenge: Today's human footprint is greater than the planet's resources. With population growth, rising consumption and resource depletion and competition for available resources can only intensify.
- Sacrificing your quality of life is not a realistic solution for today's consumers.
- The World Business Council for Sustainable Development's Vision 2050 was developed to help people live well by generating value for customers, consumers, and their communities while using less resources and causing less emissions, contributing both to sustainable development and to companies' economic success.
- To achieve this, our world needs innovative products and technologies that can enhance quality of life while using less resources, and cooperation across the supply chain to develop these viable solutions.

**Uwe Bergmann**, Director Sustainability Management, Henkel (Germany)

10.30 > 11.15

COFFEE AND NETWORKING



11.15 > 11.45

## MATERIAL RECOVERY FROM USED ABSORBENT HYGIENE PRODUCTS: THE RECALL PROJECT

- Recovery of plastic and cellulose from used baby diapers, femcare products and incontinence products: the process
- Environmental, economic and social advantages
- Learnings from the operation of a pilot plant and projected installation of a full-scale plant to service 400,000 people in the Veneto region
- Medium and long-term potential and vision in Italy and beyond



**Marcello Somma**, Sustainability and Sustainable Innovation Manager, Fater S.p.A. (Italy)

11.45 > 12.15

## LIFE+ INITIATIVE FOR ENVIRONMENTAL IMPACT REDUCTION IN AHP PRODUCTION PROCESSES

- What is EU's LIFE programme
- The purpose of Fameccanica Life+ Glueless project and key R&D project steps
- The first achievement: Glueless lamination of back ears for baby diapers
- Other activities already carried on for the target product features (case of baby diaper construction)
- A look at the diapers with the new construction: product performances test results



**Alessandro D'Andrea**, Marketing and Innovation Manager, Fameccanica Data S.p.A. (Italy)

12.15 > 12.30

Closing remarks and farewell

12.30 > 13.00

GOODBYE DRINK AND NETWORKING

## THANKS

EDANA would like to thank Krzysztof D. Malowaniec, Paul Hartmann (Germany), Patricia Featherstone, RKW ACE (Belgium) and Rüdiger Funk, BASF (Germany), for their help in setting up this programme.

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

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# OUTLOOK™ 2015 LATIN AMERICA PLUS

## THE WORLD'S PREMIER NONWOVEN PERSONAL CARE PRODUCTS CONFERENCE

3<sup>rd</sup> – 5<sup>th</sup> March 2015

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Book your space early and  
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#### CONTACT

[giovanna.merola@edana.org](mailto:giovanna.merola@edana.org)

Held for the first time in Latin America, **OUTLOOK™ Plus Latin America** is a unique conference and networking opportunity, with a three-day event in Sao Paulo.

**OUTLOOK™ Plus Latin America** is co-organised by both **INDA** and **EDANA**, with support from **ABINT**, the Brazilian Technical Textiles and Nonwovens Association.

The inaugural conference will cover market, product and technology intelligence for hygiene, personal care and durable applications.

The conference offers:

- A unique networking event attracting the industry's leading decision makers from across the nonwoven supply chain
- A table top exhibition, a unique opportunity for businesses to meet and promote their services and products.
- Ideal facilities for your additional business meetings
- Top level speakers, presenting topics tailored to the needs of your company

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EDANA invites papers for the following conference topics :

- New filter media
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- Market trends
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- Air filtration
- Indoor air quality
- Air purifier
- Liquid filtration
- Gas filtration
- Air pollution control / Legislation
- Water treatment
- Filter testing and filter testing equipment

#### HOW TO APPLY

your one-page abstract should be submitted by 20<sup>th</sup> October 2014  
to Giovanna Merola ✉ [giovanna.merola@edana.org](mailto:giovanna.merola@edana.org)

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17<sup>th</sup>-18<sup>th</sup> February, 2015

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& NORTH AFRICA  
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SYMPOSIUM & EXHIBITION

### EDANA's MENA Symposium

The event seeks to engage businesses from the region, and support the harmonisation of trade and regulatory activities within these markets, to answer the needs of members across the region, and provide a forum for companies from both the Middle East and across Europe and the globe to meet and do business.

Returning in 2015 for its 4<sup>th</sup> edition, the MENA Symposium is a unique meeting place for the nonwovens industry in the Middle-East and North Africa Region.

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The conference will feature expert speakers from leading governmental and non-governmental organisations, top regional and global companies, presenting important **trends and developments in:**

- ◆ **Nonwovens Growth Markets (e.g.):**
  - Geotextiles, construction
  - Filtration
  - Medical Nonwovens
- ◆ **Hygiene & Healthcare Markets**
- ◆ **Industrial Applications and Construction Materials**
- ◆ **Emerging Trends in Raw Materials**
- ◆ **Sustainability**
- ◆ **Regulatory, Trade and Customs**
- ◆ **Consumer and Market Insights**

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