

OUTLOOK₂₀₀₄

A Personal Care Products Conference



29 September
→ **1 October 2004**

 **Monaco**

Le Méridien Beach Plaza

“OUTLOOK ²⁰⁰³ was perfect.
I made lots of contacts
and gained insight
into market situations”

edana

European Disposables
and Nonwovens Association

**Some comments from
delegates who attended
OUTLOOK 2003**

- “ Excellent networking opportunities ”
- “ The atmosphere and substance were both very positive and constructive to forging lasting business alliances – a real achievement ”
- “ Useful updating on key topics ”
- “ Excellent global perspective, presented in an understandable way ”
- “ Good to have a large venue which helped create the excellent opportunities for networking ”
- “ Superb location ”
- “ **OUTLOOK 2003** created an atmosphere where I was able to benefit from being with important colleagues aiming for the same goals. The best in business and the best in lifestyles ”
- “ Interesting ideas from the presentations ”
- “ I make lots of connections ”

OUTLOOK₂₀₀₄

EDANA's acclaimed Personal Care Products Conference, **OUTLOOK**, returns in 2004 following the outstanding success of the 2003 event.

The following programme features top level speakers and papers tailored to the **needs of key executives** from the hygiene industry.



Topics include

- ♦ Can Europe manage the global challenge?
- ♦ Fully synthetic absorbent cores
- ♦ Barcodes go RFID
- ♦ Personal care opportunities in Eastern Europe, Middle East
- ♦ Evolution of disposable products market
- ♦ Adding skincare functions to hygiene products
- ♦ Battleground of crossover hygiene products
- ♦ «Safer» hygiene products via EU regulations?
- ♦ EU patents
- ♦ Raw materials outlook
- ♦ Disposables versus reusables

“ **OUTLOOK 2003** was perfect.
I made lots of contacts
and gained insight
into market situations ”

29 SEPTEMBER 2004

13.00 > 19.00

Registration at le Méridien Beach Plaza Hotel

Please wear your badge at all times for easier networking

13.30 > 15.30

ENJOY A COFFEE AND START NETWORKING

> **SESSION 1**

MODERATOR

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

15.30 > 17.30

Fully synthetic absorbent cores

- ◆ Functions of absorbent cores
- ◆ Substitution limits of cellulosic "fluff" fibres by superabsorbent polymers
- ◆ Is the past two decades trend in absorbent core development ending?
- ◆ Alternative solutions, R & D approaches and the patents
- ◆ First commercial products in the market place

< **Dr. Thomas Wurster**, Executive Vice President,
and **Krzysztof Malowaniec**, Senior Vice President, PAUL HARTMANN AG (Germany)

> **Barcodes go RFID**

- ◆ Why tomorrow's products may want to communicate
- ◆ Role for RFID (radio frequency identification) tags
- ◆ Closing gap between supply chain and its management systems
- ◆ Groundbreaking scenarios already in the labs
- ◆ Pilots, actual up and running, worldwide

< **Prof. Dr. Elgar Fleisch**, Professor of Technology Management
and Director of the Institute of Technology Management, University of St. Gallen (Switzerland)

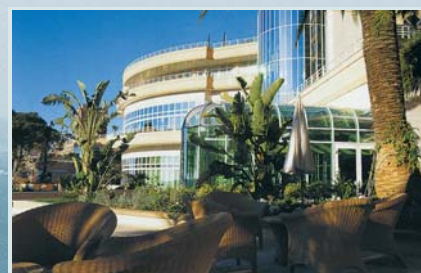
18.30 > 20.30

EDANA COCKTAIL PARTY*

Le Méridien Beach Plaza Hotel

The ideal opportunity for relaxed networking

* BUSINESS SUIT OR CASUAL DRESS



30 SEPTEMBER 2004

08.00 > 18.00

Registration desk open

09.00 > 09.30

COFFEE & NETWORKING

>

SESSION 2

MODERATOR

Rolf Altdorf, Vice President EMEA, PGI Divisional Headquarters Europe

09.30 > 11.00

Can Europe manage the global challenge?

- ♦ The impact of the new superpowers, Taiwan, India, Brazil and China on Europe
- ♦ Which reforms must Europe undertake in order to still be competitive globally?
- ♦ The lack of economic growth in Europe and its consequences

<

Finn Johnsson, CEO Mölnlycke Health Care AB and, amongst others,
Chairman of the Board of AB Volvo (Sweden)

>

**Central & Eastern Europe -
Exponential growth opportunities for
the Personal Care Industry**

- ♦ Growing wealth = growth opportunity
- ♦ Low penetration = growth opportunity
- ♦ Small local industry = growth opportunity

<

Peter Williams, Vice President Product Supply CEEMEA, Procter & Gamble (Switzerland)

11.00 > 11.30

COFFEE & NETWORKING

11.30 > 12.30

**Evolution of the disposable products market :
the case for sophistication**

- ♦ Case for convenience, comfort and discretion in all sectors
- ♦ The wipes phenomenon - continued innovation and product diversification
- ♦ Sanitary protection - new product development - discreet and "invisible" concept driving growth
- ♦ Cross-country analysis
- ♦ Shifts in global and regional positioning and marketing strategy of key players

<

Marzena Moglia, Industry Analyst - Disposable Paper Products, Euromonitor Plc (UK)

30 SEPTEMBER 2004

> **Middle East : growth market data
for baby, adult and feminine hygiene products**

- ♦ Regional overview with relevant population data
- ♦ Country segmentation based on penetration rates
- ♦ Market size, volume based
- ♦ Consumer prices and raw materials sourcing

< **Mahdy Katbeh**, Managing Director, Gulf Hygienic Industries Ltd. (Saudi Arabia)

12.30 > 14.00

LUNCH

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

> **SESSION 3**

MODERATOR

Urban Widlund, Vice President & Fellow Scientist, SCA Hygiene Products AB (Sweden)

14.00 > 15.30

**New ways of adding skincare functions
to hygiene products**

- ♦ Key to future hygiene products is enhanced performance with added, cosmetic functions
- ♦ Preferred pathway: internal fibre additives, skin friendly spin finishes combined with cosmetic active ingredients and topical cosmetic lotions
- ♦ Skincare formulations can be introduced as such or encapsulated
- ♦ Microcapsules preferred to meet special protection needs
- ♦ Dispersed nanoparticles, new option for enhanced performance, especially rash and odour control

< **Christine Wild**, Market Development Manager USA, Cognis Textile Technology (USA)
and **Dr. Eckhard Puerkner**, R & D Manager, Henkel KGaA (Germany)

> **The battleground of crossover hygiene products**

- ♦ Majors facing increased competition from Healthcare/Pharmaceutical companies
- ♦ Battleground – crossroads between lifestyle and convenience versus traditional product features
- ♦ What is going on in the market place?
- ♦ Products being promoted. What consumers perceive and accept
- ♦ Hygiene products case study on the impact of Healthcare/Pharmaceutical solutions

< **Helena Engqvist**, Engqvist Consulting (Switzerland)

15.30 > 16.00

COFFEE & NETWORKING

30 SEPTEMBER 2004

16.00 > 17.15

"Safer" hygiene products through recent and forthcoming EU regulations ?

- ◆ Most of today's chemicals poorly described regarding potential health hazards
- ◆ Improvement of toxicological database, in particular through REACH, the EU's proposed chemical database, should minimize risk
- ◆ How recent EU regulations (including REACH) might apply to hygiene products
- ◆ Comparison of old versus new and proposed regulations
- ◆ Producers/importers should still take more care of the "safety" of their products

< **Dr. Joachim Haselbach**, Eurotox Registered Toxicologist, COTOX GmbH (Germany)> **Too right, too early**

- ◆ New products need to meet business needs and customer/consumer demands
- ◆ Careful research to be made to define objectives
- ◆ Research and development to provide technical capabilities
- ◆ Timing for launch to be adequate
- ◆ Fulfillment of expectations

< **Dr. Guy Goldstein**, Consultant (France)

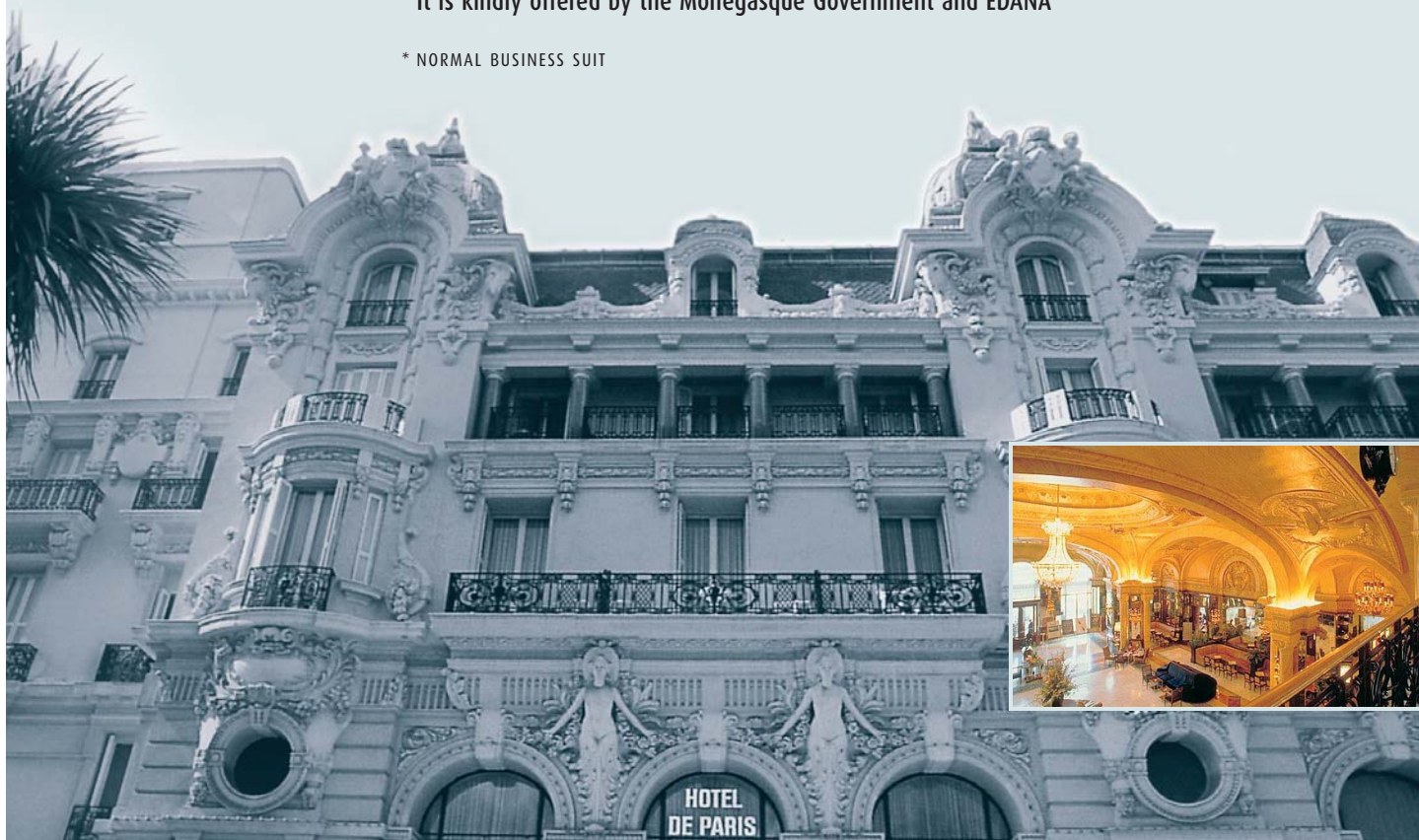
19.00 > 21.00

THE MONACO COCKTAIL*

This glittering cocktail will be held in the stunning Salle Empire at the Hôtel de Paris, one of the most fabulous rooms in Europe.

It is kindly offered by the Monegasque Government and EDANA

* NORMAL BUSINESS SUIT



1 OCTOBER 2004

08.30 > 11.30

Registration desk open

09.00 > 09.30

COFFEE & NETWORKING

>

SESSION 4

MODERATOR

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

09.30 > 11.00

Patent applications in the field of absorbent hygiene products and nonwovens, seen from the patent examiner's point of view

- ♦ Patent examiners presently confronted with problems, including...
- ♦ ...Parameters in claims, industrial applicability, method of treatment during search and examination phase
- ♦ Main problems illustrated with examples
- ♦ Novelty, clarity and insufficiency of disclosure, and their corresponding articles in the EPC discussed

<

Dr. Ulrika Settele, Patent Examiner, European Patent Office, Munich (Germany)

>

Raw materials outlook for the global nonwovens industry

- ♦ Polypropylene, polyester, rayon and cotton
- ♦ Emerging global supply-demand scenarios
- ♦ Forecasts
- ♦ Need to balance raw material price volatility with operating margins
- ♦ Key raw material trends for hygiene

<

Vignesh Natrajan, Global Fibres and Nonwovens Market Analyst, DeWitt & Co. Petrochemical Consulting (USA)

>

Disposables versus reusables

- ♦ UK waste debate-lack of alternatives to landfill
- ♦ Unsubstantiated claims about environmental benefits of reusable diapers
- ♦ First officially commissioned LCA (Life Cycle Analysis)
- ♦ To determine true environmental position of the two types of diaper
- ♦ Benefits of each type of diaper discussed

<

Michael Collins, Senior Consultant, ERM Ltd. (UK) and Peter Stephenson, Director General, AHPMA (UK)

> 11.00

GOODBYE COFFEE & FINAL NETWORKING

THANKS

EDANA would like to thank Ingemar Bengtson (Trioplanex International), Franck Courtray (Courtray Consulting-Labservice), Aldo Ghira (Tenotex), Frantisek Klaska (PEGAS), Kris Malowaniec (PAUL HARTMANN), Pieter Meijer (BBA Fiberweb Europe), and Georg Werner (Ekotec) for their help in setting up this programme.

WEBSITE **www.edana.org**

Date _____ 2004 Signature _____

€ 1304

☐ Please tick this box if your partner is able to come to the 2 Cocktail Parties

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



The magnificent location of the hotel Le Méridien Beach Plaza, with its private beachside area, will also allow you to organise individual meetings with industry executives in complete discretion.

As always, at EDANA-organised events, Outlook will offer you excellent contact opportunities, especially at the two evening cocktails, one of which will take place at Monaco's famous Hôtel de Paris.⁴

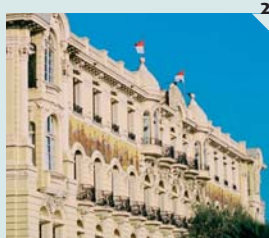


1 > Le Méridien Beach Plaza (Headquarters hotel & Conference location)

22, Av. Princesse Grace

www.lemeridien-montecarlo.com

This prestigious hotel is the only one in the principality with a private beach. Includes more welcoming and spacious public areas for 2004.



2 > Hôtel Hermitage

Square Beaumarchais

www.montecarloresort.com

Located in the heart of Monte Carlo, this 5-star hotel combines a mixture of charm and sophistication, leisurely elegance and refinement.



3 > Hôtel Metropole

4, Avenue de la Madone

www.metropole.mc

This luxurious 5-star property has re-opened after a complete renovation with bedrooms featuring classic décor and high-tech facilities.

“ **EDANA** offers key executives
from the personal care products
industry and its suppliers
superb opportunities for
networking at **OUTLOOK 2004** ”

EDANA

157 Avenue Eugène Plasky

B-1030 Brussels

PHONE + 32 / 2 734 93 10

FAX + 32 / 2 733 35 18

E-MAIL info@edana.org

www.edana.org

ORGANISED BY

edana

European Disposables
and Nonwovens Association

The Symposium takes place at **Le Méridien Beach Plaza**

22, Av. Princesse Grace – 98000 Monaco

PHONE +377 9330 9880 – FAX + 377 9330 3418

The Symposium Language is **ENGLISH**

All enquiries regarding EDANA's **OUTLOOK 2004** CONFERENCE
should be addressed to the EDANA Secretariat

157 Avenue Eugène Plasky, B – 1030 Brussels

PHONE +32 2 734 93 10 – FAX +32 2 733 35 18

E-MAIL info@edana.org – WEBSITE www.edana.org