

22–24 September 2010

HOTEL KEMPINSKI CORVINUS | BUDAPEST | HUNGARY

**Over 370 key
executives from
156 companies
in 28 countries
attended
in 2009**

OUTLOOKTM 2 0 1 0

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

**A unique networking event attracting the industry's key
players year-after-year**

- **Cost-effective and exclusive Central European location**
- **Gateway to the growing eastern markets**
- **Attracting participants from across the personal care supply chain**
- **Ideal facilities for your additional business meetings**
- **Top level speakers tailored to the needs of executives from the personal care products industry :**
 - Business and Future Perspectives
 - Nanotech and Bioplastics
 - Sustainability
 - Personal Care Product Developments
 - Emerging Markets
 - Retail and Consumption Trends
 - EU Regulation and Legislation

For Registration
and Hotel Booking Forms

contact EDANA

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B-1160 Brussels

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www.edana.org

ORGANISED BY
edana
THE VOICE OF NONWOVENS

13.30 > 18.00

Registration at the Kempinski Hotel Corvinus - Budapest
Please wear your badge at all times for easier networking

13.30 > 14.15

COFFEE AND NETWORKING

14.15 > 14.30



Opening

Pierre Wiertz, General Manager - EDANA

14.30 > 18.00

SESSION 1

KEYNOTE SPEAKER:

GLOBAL ECONOMIC PERSPECTIVES Senior Economist, TBA



MODERATOR

Jean-Marie Becker, Executive Vice-President, Home & Personal Care, **Ahlstrom Corporation** (France)



Wipes Usage: An Insight into Consumer Habits Across Europe

- Data collected from 13,400 people in 5 major markets across Europe
- Exploring usage practices across a wide range of wet wipes categories

Heidi Beatty, Director - Strategic Product Development, **Nice-Pak** (United States)



Overview of the EDANA Life Cycle Assessment of Baby Wipes

- Baby wipes vs. washcloths and cotton wool – a comparison
- Key environmental impacts of baby wipes

Juergen Giegrich, Managing Director - **IFEU** (Germany)

16.25 > 16.50

COFFEE AND NETWORKING



Sustainability - Challenges and Opportunities

- International Paper: the company and its sustainability programme past, present and future
- Current issues facing the industry: importance of certification, on-product labelling, availability of fiber, and competition amongst standards
- Operating in a carbon-constrained world: rules, regulations and customer expectations
- The next wave: future limitations in water availability and potential impact on the industry

Christopher B. Davidson, Manager - Environmental Performance - **International Paper** (United States)

Competing on Sustainability

- What are the various ways companies are “competing on Sustainability”
- How they use these principles in their strategic planning
- In which measure can organizations improve their ability to foresee trends that may affect them in future



Kenneth Strassner, President – **Strassner Consulting** (United States)

Retired Vice-President - Global Environment, Safety, Regulatory and Scientific Affairs, **Kimberly-Clark Corporation**

19.00 > 21.00

EDANA Cocktail Party

Kempinski Hotel Corvinus– The ideal opportunity for relaxed networking

*CASUAL DRESS



08.00 > 18.00

Registration at the Kempinski Hotel

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08.30 > 09.15

COFFEE AND NETWORKING

09.15 > 13.00

SESSION 2



MODERATOR

Harald Kaeb, Secretary General - **European Bioplastics Association** (Germany)

Panel Discussion – the Bioplastics Value Proposition for Hygiene

- Stefano Facco, New Business Development Director, Novamont
- David Voisin, Market Development and Sales Specialist, DuPont
- Eamonn Tighe, Business Development Manager, NatureWorks

11.15 > 11.45

COFFEE BREAK



MODERATOR

Ghobad Rahrooh, Corporate R&D Director, **The Procter & Gamble Company** (United States)

Sustainability Made Measurable - The Flowertool™ Eco-Efficiency Analysis System

- Tredegar's approach towards sustainability
- A metric to measure and analyse multiple sustainability indicators
- Sharing the tool throughout the value chain



Matt J. O'Sickey, Global Product Marketing Manager - **Tredegar Film Products** (United States)

If You Removed All Constraints, What Would the Ideal Fuel Be? Petroleum!

- Petroleum, is a diminishing resource with increasing environmental, political, and economic disadvantages.
- The ideal alternative would be chemically identical to petroleum, allowing broad and rapid adoption, derived from renewable resources, scalable to support current and future demands, domestically derived, and cost competitive without subsidies.
- Renewable Petroleum™ technologies meets this need.



Bill Haywood, Chief Executive Officer - **LS9** (United States)

13.00 > 14.30 LUNCH

14.30 > 17.00

SESSION 3



MODERATOR

Mahdy Katbe, Executive Director – **Unicharm Gulf Hygienic Industries** (Saudi Arabia)

Brazil – A Market in Evolution

- Myth and reality of economic growth forecasts
- Population and market outlook
- Personal care and nonwovens trends



Laerte Guião Maroni, Commercial Director - **Näotecidos OBER**, President of **Brazilian Association of Nonwoven and Technical Textiles Industries (ABINT)** (Brazil)

Russian Economic Perspectives and Consumer Products Market Developments

- Growing at a higher rate than the rest of Europe, even at times of relatively low oil prices
- Private consumption and investment trends
- Personal care products and nonwovens market perspective



Anastasia Vyotkina, General Director - **Regent Group** (Russia)

16.00 > 16.30

COFFEE AND NETWORKING

Global Hygiene Products - State of the Industry

- Global performance of hygiene products industry – performance and impact of the global recession at a regional level and the future prospects for the industry.
- Global competitive landscape for nappies/diapers/pants, incontinence products, sanitary protection and wipes.
- Analyze the trends and developments in hygiene products for private labels and growth of green hygiene products.



Eleni Grammenou, Senior Analyst - **Euromonitor** (United Kingdom)

18.30 > 20.30

The Outlook 2010 Cocktail Party : Gellert Baths, Budapest, Hungary



Budapest takes advantage of the 70 million litres of spring water that flow through the city's 118 natural springs. As early as 1934, water has led to Budapest being awarded the title of "Spa City". The Gellert Thermal Baths and Hotel, home to the International Balneological Association, opened its doors in 1918, with additional outdoor pools added soon after. Today the centre combines modern technical developments with rich historical heritage. Gellert is located on the Buda side of the city, on the shores of the Danube, and overlooks the Liberty Bridge (Szabadság híd).

CASUAL DRESS

08.30 > 11.30

Registration at the Kempinski Hotel

Please wear your badge at all times for easier networking

09.00 > 09.30

COFFEE AND NETWORKING

09.30 > 12.45

SESSION 4



MODERATOR

Krzysztof D. Malowaniec, Senior Vice President Development and Corporate Communications, **Paul Hartmann** (Germany)



Nonwovens Vision 2020 - 4 Scenarios for the Future of the Industry

- Background –why did EDANA find it important to collect and develop knowledge about future trends impacting the nonwovens industry?
- What is a “megatrend” and what consequences will they have for the nonwovens industry?
- Nonwovens Vision 2020: the 4 scenarios
- The next step: how can EDANA use this knowledge?

Jeffrey Scott Saunders, Futurist - **Copenhagen Institute for Futures Studies** (Denmark)

Jessica Panke, Project Manager - **Copenhagen Institute for Futures Studies** (Denmark)



A Review of Latest Product Developments and Trends in Major Categories of Absorbent Hygiene Products from Various Perspectives

- Real technical developments and pure marketing ideas
- Performance demands vs. performance requirements
- Private label performance vs. prime brand performance (demanding retailers)
- Challenge of classification systems (supporting consumer/patient understanding)
- Impact of consumer testing organisations on performance demands

Edgar Herrmann, Technical Director – **Hy-Tec Hygiene Technologie** (Germany)



Nanotechnology in a Changing World

- Latest technology developments and market opportunities
- Nanotechnology based textiles for various applications
- Major role as “enabling technologies”
- Regulatory framework and answers to toxicology concerns

Dr Sergey Gordeyev, Technology Analyst – **Institute of Nanotechnology** (United Kingdom)

11.00 > 11.30

COFFEE BREAK

THANKS: EDANA would like to thank the chairman Krzysztof D. Malowaniec, Paul Hartmann (Germany) and members of the OUTLOOK 10 Steering Committee, Edwin Birnbaum, Clarity (Belgium), Patricia Featherstone, RKW ACE (Belgium), Mahdy Katbe, Unicharm Gulf Hygienic Industries (Saudi Arabia), Mikael Staal Axelsen, Fibertex (Denmark), and Kenneth Strassner, Kimberly-Clark Corporation (United States) for their help in setting up this programme.



The Impact of EU Legislation on the Personal Hygiene Sector – an Overview

- Direct and indirect impact of EU legislation on the hygiene products value chain
- Current, short and medium term overview
- Long term trends

Aaron Mc Loughlin, Associate Director – **Fleishman Hillard** (Belgium)



The Role of Science in EU Law – Inevitable Mismatch or the Way Forward in Product Defence?

- Judicial protection against EU decisions: review of law, facts and discretion
- The role of Scientific Expert Opinion: substance or procedure?
- Some examples from the nonwoven supply chain

Peter Kugel, Founder – **Kugellegal** (Belgium)



Retailer Requirements for Private Label Products, Evolution of Demands and Implications of these Requirements

- The evolution of private labels in Europe
- Generic strategies for private label manufacturers
- Retailer expectations towards private label suppliers

Edwin Birnbaum, CEO – **Clarity Advisers** (Belgium)

13.00 › 13.30

GOODBYE DRINK AND NETWORKING



22-24 SEPTEMBER 2010 – KEMPINSKI HOTEL CORVINUS BUDAPEST

TO BE RETURNED TO:

Avenue Herrmann Debroux, 46 – 1160 Brussels / Belgium

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PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

☐ Mr. ☐ Ms. ☐ Other

First Name Last Name

Company

Job Title / Function

Address

Post Code City

Country VAT Number (mandatory)

Direct Phone Direct Fax

Website Email

Date , 2010

Signature

Fees – Conference (including 25 % VAT for Hungary)

(fee includes entrance to the Conference, lunches and 2 evening cocktails, coffees, CD-Rom containing the OUTLOOK 2010 Conference papers.)

☐ EDANA Member €1500

Non-Member	€ 1800
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Please tick the box if your spouse is able to come to the EDANA Cocktail Party on

22 September

☐ 23 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

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Payment must be free of all bank charges

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Card holder's name Signature

Cancellations

No reimbursement for cancellations after 15 September 2010.

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

☐ Please note that to enhance networking between delegates, EDANA will publish the email addresses of delegates in the Participant List for this event. Please click this check box if you do **not** consent to your email address being published

22-24 SEPTEMBER 2010 – KEMPINSKI HOTEL CORVINUS BUDAPEST

Hotel Booking Form TO BE RETURNED TO THE HOTEL OF YOUR CHOICE

IMPORTANT NOTE: We strongly advise you to book your hotel room by 16 August 2010 at the latest
The cut-off date for the conference rates is 10 September 2010

PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

☐ Mr. ☐ Ms.

First Name Last Name

Company

Job Title Email

Direct Phone Direct Fax

Address

..... Post Code

City Country

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Double Room for single use ☐ € 159

Double Room (2 persons) ☐ € 179

Deluxe Room supplement ☐ 20 / room / night

Suites: please contact reservations dept

Double Room for single use ☐ € 159

Double Room (2 persons) ☐ € 179

Deluxe Room supplement ☐ 30 / room / night

Executive Room supplement ☐ 100 / room / night

Suites: please contact reservations dept.

For bookings made AFTER THE CUT-OFF DATE OF 10 SEPTEMBER 2010,
a SUPPLEMENT of €10/ROOM/NIGHT to the above mentioned rates will be charged by both hotels*.

The above prices are quoted per night and include administrative charges, VAT, city tax, breakfast, free access to the health clubs and its services in both hotels and wireless Internet in all guestrooms and meeting rooms.

Date of arrival , 2010

Date of departure , 2010

Cancellation policy

- In case of cancellation between August 16th and September 10th 2010, a late cancellation fee with 1 night room charge will apply.
- Any cancellation after September 10th, 2010 or no-show will result in a cancellation fee for the full length of the stay.

Accommodation Policy

In order to guarantee your room, please give your credit card number and expiry date (Cheque or other payment not accepted).
 Check-in time is after 3pm, check-out is 12 noon.

☐ VISA ☐ AMEX ☐ ACCESS/MASTERCARD ☐ OTHER

Card Number Expiry Date , CVV Code

Card holder's name Signature

* Example: double room (single use) booked before 10 September: €159/r/n – booked as of 10 September: €169/r/n



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Where opportunities expand

GENEVA PALEXPO 12-15 APRIL 2011 - WWW.INDEX11.ORG

HOSTED BY



EDANA is pleased to announce that the Nonwovens Research Academy (NRA) will return in 2010 following its success in Chemnitz in 2008.

The 2010 event will be hosted by the Institut für Textiltechnik of RWTH Aachen University (ITA).

For more information, please contact Eva Fabbri (eva.fabbri@edana.org)



NONWOVENS RESEARCH ACADEMY

16 & 17 November 2010

**Hotel Pullman Aachen Quellenhof
Aachen (Germany)**

Academy topics include
Raw Materials
Structure / Function
Characterisation / Modelling
Technology / Process

Dedicated sessions:
Nanotechnology
& Sustainability

ORGANISED BY

“ **EDANA** offers key executives
from the personal care products
industry and its suppliers
superb opportunities for
networking at **OUTLOOK** 2010 ”

For further information regarding
EDANA's OUTLOOK 2010

EDANA

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