

23–25 September 2009
Grand Excelsior Hotel

VALLETTA | MALTA

Over 380 key
executives from
163 companies
in 28 countries
attended
last time

OUTLOOK™ 2 0 0 9

The World's premier
Personal Care Products Conference

- **An exclusive networking event** attracting all the key players
- **Cost-effective and superb mediterranean location**
- **A unique and ideal venue for your meeting**
- **The conference will feature top level speakers from:**
BASF, BÜROBRAUNGART, CHEP, CMAI, CONCEPT FOR SUCCESS,
DEUTSCHE BANK, EUROCOMMERCE, EUROMONITOR,
KBS DEVELOPMENT, MCKINSEY, NIELSEN,
ORGANIC WASTE SYSTEMS, PROCTER & GAMBLE,
JULIA HAILES SUSTAINABILITY, UNIVERSITY OF GHENT

ORGANISED BY

 **edana**
THE VOICE OF NONWOVENS

13.30 > 18.00

Registration at the Grand Hotel Excelsior Hotel

Please wear your badge at all times for easier networking

13.30 > 14.45

COFFEE BREAK AND NETWORKING

14.15 > 18.00



Opening

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

14.30 > 18.00

SESSION 1



MODERATOR

Pieter Meijer, Director of Sales, **McAirlaid's** (Germany)

14.30 > 15.30

Cradle to Cradle as an Innovative Platform

Cradle to Cradle is an innovation platform that focuses on what a product is designed to do for the customer, not just what are its impacts on the environment. Instead of focusing on minimizing impacts of products, Cradle to Cradle aims to make those products beneficial for human health, for society, for business, or environment and nature. Practically this means transforming the functions of buildings, vehicles, and products from energy, water, and air consumers to clean energy, water, and air producers. It means upgrading the role of industrial designers and engineers to "imagers" who reinvent how everything is made and what products do for us.

- Basic philosophy of Cradle to Cradle design, waste equals food concept
- Current issues in the Consumer Product Industry: use of plastics in packaging and ingredient selection issues
- Its application in the Consumer Product Industry including hygiene products



Prof. Michael Braungart, Founder/Science Director – **Büro Braungart, EPEA** (Environment Protection Encouragement Agency) **MBDC**, (McDonough Braungart Design Chemistry) (Germany)

15.30 > 16.15

The Impact of the Recession on Retailers and Suppliers

- How is the current environment impacting consumer behaviour in different categories?
- How should companies react, balancing short-term results and through-cycle perspective?
- What does this imply on retailer-supplier relationships?



Jean-Albert Nyssens, Principal – **Mc Kinsey & Company** (Belgium)

16.15 > 16.30

COFFEE BREAK AND NETWORKING

16.30 > 17.00

Retail Realities in Turbulent Times

- Formats and future directions
- Private Label
- Discount retailing
- Shopper Trends



Jean-Jacques Vandenheede, Senior Retail Industry Analyst – **Nielsen Company** (Belgium)

17.00 > 17.45

A Series of (Very) Unfortunate Events- Origins and Some Possible Outcomes of the Credit Turmoil

- A brief cantor through recent macro dynamics and a look at potential implications for the personal care value chain



Elaine Devenish, Managing Director and Senior Credit Executive - Legal, Risk & Capital – **Deutsche Bank** (UK)

18.30 > 20.30

EDANA Cocktail Party

Grand Hotel Excelsior– The ideal opportunity for relaxed networking

*CASUAL DRESS



08.00 > 18.00

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08.30 > 09.00

COFFEE BREAK AND NETWORKING

09.15 > 13.00

SESSION 2



MODERATOR

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

09.15 > 10.00

Green Claims & Labelling

- Sustainability in recession - is it still important?
- Can disposable products be sustainable?
- Green claims for disposable hygiene products - biodegradability, natural, non-chlorine-bleached etc.
- Can eco-labelling be helpful?
- Carbon footprinting and carbon labelling
- Industry recommendations

Julia Hailes, Sustainability Consultant and Writer (UK)



10.00 > 10.30

Biodegradable Diapers: does it make sense?

- Biodegradability – Compostability : definitions, standards and testing
- Benefits and challenges for biodegradable diapers
- Diapers in biological waste treatment

Bruno de Wilde, Lab Manager - **Organic Waste Systems** (OWS) (Belgium)



10.30 > 11.00

COFFEE BREAK AND NETWORKING

11.00 > 11.30

Quantitative and Qualitative Evaluation of the Selective Collection of Disposable Nappies and Incontinence Material in Flanders, Belgium

This study evaluates different collection and processing methods for nappies and incontinence material at household level on an economical and ecological basis. The assessment is performed through a multi-criteria analysis, more specific weighed target programming.

- Methodology
- Testing of different scenarios
- Results
- Discussion/Questions

Prof. Xavier Gellynck, Professor Doctor - **University of Ghent** (Belgium)



11.30 > 12.00

Different Methodologies for Sustainability Assessment: from Carbon Footprint up to Eco-Efficiency Analysis



- Sustainability as an opportunity for market differentiation and enduring business success
- Overview of sustainability assessment methods: strengths and weaknesses
- Example hygiene products: key drivers of a sustainable diaper

Frederik Pieters, Global Marketing Manager Superabsorbents – **BASF SE** (Germany)

12.00 > 12.30

Sustainable Consumption and Production – An Opportunity for Joint Supply Chain Innovations



- Global and EU Governments aim at boosting innovation towards sustainable consumer products, and at helping consumers make choices towards sustainable consumption
- Several programmes connect Governmental/Industry/Retailers: The Retailer Environmental Action Program (REAP), EC's Retail Forum, the Efficient Consumer Response (ECR), and about 90 other initiatives focus on life cycle management of consumer products
- This creates opportunities and need for joint innovation throughout the nonwovens and disposable products supply chain starting from raw materials manufacturers through to retailers and consumers

Prof. Dr. Marina Franke, Manager Global Sustainability

Dr. Ioannis Hatzopoulos, Manager External Relations, **EMEA**

Dr. Karl-Michael Schumann, Retired Director Research & Development – **Procter & Gamble** (Germany)



12.45 > 14.45

LUNCH

14.30 > 17.00

SESSION 3



MODERATOR

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

14.30 > 15.00

3D Pant and Diaper Making Technologies



- 3D Products – Why are they needed? Basic anatomical requirements
- The base assembly step – Smart solutions for smart products
- Main drivers of 3D technology – a win-win for producer and consumer
- Scope of transition to 3D technology – can be gradual or radical

Christoph Schmitz, Founder and General Manager - **Concepts for Success** (Germany)

15.00 > 15.30

Correlation Between Skin Wetness and Rewet Measurements on Diapers



- Skin wetness is a major factor for the development of diaper rash
- In this study, skin wetness on human skin from six different diapers and one panty liner was measured and compared to Rewet from the same products
- The correlation between Rewet measured with filter paper and skin wetness was found to be very poor
- One specific absorbent media was found to have excellent correlation to skin wetness

Sten Bjornberg, Consultant- **KBS Development** (Sweden)

15.30 > 16.00

COFFEE BREAK AND NETWORKING

16.00 > 16.30

Towards Modern User-Relevant Assessment of Incontinence Products - Results from an On-Going EDANA Project

- Background: Method development focusing on user benefits
- Aim and set-up of the project
- Mannequin method, results and correlation with in-use data
- Conclusions and outlook of the project



PhD. Anne Farbrot, Programme Manager SCA Global Hygiene Category – **SCA Hygiene Products** (Sweden)

Dr. Maximilian Swerev, Director Central Laboratory – **Paul Hartmann** (Germany)

16.30 > 17.00

Sustainable Forestry: An Overview of Forest Certification Schemes

- An overview of forest certification (trends in certification historical and today), the rationale behind it, and its importance from a global perspective
- Outlines the role of sustainability and certification in the market from a forest products supplier and consumer perspective
- Examines primary global certification schemes such as FSC, SFI, PEFC, CSA



John Guerin, European Commercial Director – **Weyerhaeuser Products Limited** (Belgium)

18.30 > 20.30

The Outlook 2009 Cocktail Party : Saluting Battery, Valletta, Malta

The Saluting Battery occupies one of the most strategic locations in Valletta, offering views across the Grand Harbour. It stands on the lower part of the St. Peter & St. Paul's Bastion, at the foot of the Upper Barracca public gardens and overlooking the majestic Fort St. Angelo. This battery was originally built by the order of St. John in the 16th century as part of the main defences of Valletta. It remained in continuous use up to 40 years ago.

* CASUAL DRESS

* SHUTTLE BUS WILL BE ORGANISED – MEETING POINT AT THE MAIN LOBBY AT 18.00 HRS.



THANKS: EDANA would like to thank the chairman Krzysztof D. Malowaniec, Paul Hartmann (Germany) and members of the OUTLOOK 09 Steering Committee, Edwin Birnbaum, Clarity (Belgium) & Kenneth Strassner, Kimberly-Clark Corporation (USA) for their help in setting up this programme.

08.30 > 11.30

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09.00 > 09.30

COFFEE BREAK AND NETWORKING

09.30 > 11.30

SESSION 4



MODERATOR

Gerd Ries, Vice President EAME - **Johnson & Johnson** (Germany)

09.30 > 10.00

The Retail Sector Approach to Sustainability



- Retail sector and sustainability at EU level
- Retail and nonwovens and related industry

Christel Davidson, Adviser on Environment - **Eurocommerce** (Belgium)

10.00 > 10.30

Polyolefins 2009: The Dawn of a New World Order



- Despite some delays a Tsunami is approaching from the Middle East
- This time it's not only PE - PP is just as dramatic
- Plants in the MDE will run at 100%, if they can
- But not in Europe!
- Polymer prices have declined due to economy, oil and overcapacity
- Buyers are back in the driver's seat

Mike D. Smith, Director - Polyolefins & PVC Europe/Africa - **CMAI** (Germany)

10.30 > 11.00

RFID – Moving Beyond the Science Experiment



- RFID – The basic concepts and benefit drivers including those specific to Personal Care and Hygiene Industry
- Why is it that in spite of successful pilot projects companies are not succeeding in delivering the value proposition associated with RFID technology as part of mainstream operations?
- How have CHEP overcome adoption barriers and what is our strategy towards helping customers achieve inventory visibility and associated benefits?
- Illustrated with case studies of deployments from around the world

Floris Kleijn, Director Material Intelligence™ – **CHEP** (The Netherlands)

11.00 > 11.30

Global Hygiene Products in Economic Downturn: The Past, The Present and The Future



- Hygiene products in the context of the 2009 global economy
- The impact of the current global recession
- Future outlook - BRICs and beyond – fastest growing markets over the next 5 years

Magdalena Kondej, Industry Manager – Head of Household Care Research – **Euromonitor International** (United Kingdom)

> 11.30

GOODBYE COFFEE BREAK AND NETWORKING

GRAND EXCELSIOR HOTEL – VALLETTA (MALTA)

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 ihssane.mediari@edana.org | www.edana.org

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 , 2009

Signature

Fees (fee includes entrance to the Conference, lunches and 2 evening cocktails, coffees, CD-Rom containing the OUTLOOK 2009 Conference papers.)

Conference (including 18 % VAT for Malta)

☐ EDANA Member € 1500

☐ Non-Member € 1750

Please tick the box if your spouse is able to come to the EDANA Cocktail Party on

☐ 23 September

☐ 24 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

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CVV Code

Card holder's name Signature

Cancellations

No reimbursement for cancellations after 21 September 2009.

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

GRAND EXCELSIOR HOTEL – VALLETTA (MALTA)

PLEASE FILL IN CLEARLY IN BLOCK CAPITALS AND

FAX TO THE HOTEL BEFORE 15 AUGUST : +356 2125 0522

☐ Mr. ☐ Ms. ☐ Other

First Name Last Name

Company

Job Title Email

Direct Phone Direct Fax

Address

Post Code

City Country

Date of arrival , 2009

Date of departure , 2009

Signature

HOTEL CONTACT / RESERVATIONS (Price inclusive of all applicable legal taxes & full buffet breakfast)

Reservation department

CONTACT Joseph Pace & Anthony Vella

☎ +356 2125 0520

☎ +356 2125 0522

✉ joseph.pace@excelsior.com.mt

reservations@excelsior.com.mt

www.excelsior.com.mt

- ☐ Single Room € 156
- ☐ Double Room € 179
- ☐ Exec Room € 210



Please don't forget to mention the following code : **EDANA Group – OUTLOOK**

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.

Means of payment

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Card Number

Expiry Date ,

CVV Code

Card holder's name Signature

Excelsior Executive

Our Executive Floors provide an added level of luxury and exclusivity, with dedicated staff in the Lounge, we ensure that relaxation can play a part in the busy schedule of our corporate client.

The Executive Floor features a dedicated reception with check in and out facilities, Executive rooms and suites with superior bedroom & bathroom amenities. Spacious and relaxing Lounge serving complimentary breakfast, afternoon coffee and teas, bar service and canapés in the evening.

Terms & Conditions

* Room & extras bills are to be settled upon departure.

* Cancellations are to be made in writing to the Hotel. In the event of any cancellations less than 48 hours or no-shows, full charge for the duration of the whole stay will be applicable. The amount will be charged onto your credit card account.

Inventory of Regulations & Conditions of Trade of the Greater Arab Free Trade Agreement (GAFTA) Region

السوق العربية المشتركة الكبرى

The countries comprising the GAFTA region are expected to be among the world's fastest areas of growth for nonwovens and related products. As a result, there is considerable interest in both local and foreign investment across the value chain. In particular, roll goods have a strong focus for investment and development.

In order to further support the growth and development of nonwoven producers and converters in these key markets, EDANA is coordinating the development of an inventory of local regulations and conditions of trade.

EDANA, together with key companies present in these markets, will document - for the benefit of all EDANA members - such regulatory requirements covering the industry. This knowledgebase of information will focus on all product sectors covered by EDANA for both suppliers and converters. The geographic area which will be covered encompasses the countries comprising the Greater Arab Free Trade Agreement (GAFTA).

Should you wish to contribute to the identification of relevant rules, regulations and conditions of trade within the GAFTA region, **please contact Hadjira Mezaiti, Regulatory and Scientific Affairs Director at Hadjira.Mezaiti@edana.org.**

The programme supports the global vision and international remit of EDANA whose focus on Europe, the Middle East and Africa meets EDANA's objective of promoting the growth and development of nonwovens across an expanded geographic area.

EDANA has been active in the GAFTA region for a number of years, with two Middle East Symposia already held in 2007 and 2009. EDANA has a growing membership in the region and in 2009-2010, EDANA is planning regional activities which will include local nonwoven training courses.

ABSORBENT HYGIENE PRODUCTS

Supply Chain Forum



AN EDANA MEMBERS-ONLY EVENT

2010

26 > 27 January 2010 | Brussels

PROVISIONAL PROGRAMME

Sustainability

- > EU Regulatory Environment
- > Converters' position and standpoint
- > Suppliers perspective on the various dimensions of sustainability
- > Overview of existing sustainability models

Resource Efficiency and Availability

- > Issues surrounding the practical use of resources
- > How to approach alternative raw materials including their availability and economic performance
- > Converters' position and standpoint
- > A supplier's presentation on MATRIX issues

Contribute to tomorrow's Personal Care Value Chain!

Today's business environment needs collaboration across the supply chain for solutions that meet the needs of a constantly changing market and society. New communications to ensure a sustainable business are already happening, however concerns on how to approach new requirements are often similar across sectors.

The Supply Chain Forum offers expert views and case studies, with the opportunity for delegates to discuss and share their views with the value chain, within cross-sector groups.

FOR FURTHER INFORMATION
please contact EDANA, Afi Amaku
afi.amaku@edana.org



“ **EDANA** offers key executives
from the personal care products
industry and its suppliers
superb opportunities for
networking at **OUTLOOK** 2009 ”

For further information regarding
EDANA's OUTLOOK 2009

EDANA

157 Avenue Eugène Plasky
B-1030 Brussels

T + 32 2 734 93 10

F + 32 2 733 35 18

ihssane.mediari@edana.org

www.edana.org

Grand Hotel Excelsior

Great Siege Road,
Floriana, FRN1810, Malta

TEL +356 2125 0520

EMAIL info@excelsior.com.mt

www.excelsior.com.mt

THE CONFERENCE LANGUAGE IS ENGLISH

