

26–28 September 2012

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attended in 2011**

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 - Technology & Innovation
 - Applications & Research, Sectors & Future Growth
 - Data (Including Past, Current, and Future Trends)
 - Regulatory Landscape and Eco/Sustainability

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and Hotel Booking Forms
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shelley.bonner@edana.org

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THE VOICE OF NONWOVENS

13.30 > 18.00

Registration at the Hotel Rey Juan Carlos - Barcelona

Please wear your badge at all times for easier networking

13.30 > 14.15

COFFEE AND NETWORKING

14.15 > 14.30



Opening and Welcome

Pierre Wiertz, General Manager - **EDANA**

14.30 > 15.30

KEYNOTE SPEAKER:

INNOVATION IN THE AGE OF GLOBALISATION

- Innovation is not a zero-sum game
- Think local, act global
- Turn risk into reward through resilience
- Put purpose on par with profits

Vijay Vaitheeswaran, China Business Editor, **The Economist** (China)



15.30 > 18.15

SESSION 1



MODERATOR

Patricia Featherstone

Director Marketing & Communications, **RKW** (Belgium)

Chair, EDANA Board of Governors

15.30 > 16.15

Technology Hype, Adoption and Disruption

- Technology hype cycles, adoption rates and business model disruption
- Emerging technologies and the role they may play in disrupting manufacturing, supply chain and current business models
- The programme will be fast paced, highly interactive and oriented toward business impact

Robert Glaze, Founder, **The Brenva Institute** (USA)



16.15 > 16.45

COFFEE AND NETWORKING

16.45 > 17.30



Disposable Hygiene Products Market in China

- Overview and prospects of the Chinese disposable hygiene products market
- Five product categories including sanitary napkins/pantliners, baby diapers/pads, adult incontinences, pet-use hygiene products and wet wipes

Cao Zhenlei, Chairman, **China National Household Paper Industry Association** (China)

17.30 > 18.15



Diaper Design Update with Benchmark Comparisons from Different Continents

- Baby and adult market status
- Current and future technology trends
- Performance benchmarking
- Eco-design and "green" claims

Carlos Richer, Principal/CEO, **Richer Investments** (Mexico)

19.00 > 21.00

EDANA Cocktail Party at the Hotel Rey Juan Carlos

The ideal opportunity for relaxed networking

CASUAL DRESS



08.30 > 17.00

Registration at the Hotel Rey Juan Carlos

Please wear your badge at all times for easier networking

08.30 > 09.00

COFFEE AND NETWORKING

09.00 > 12.15

SESSION 2



MODERATOR

Ioannis Hatzopoulos

Scientific Communications Manager, **Procter & Gamble** (Germany)

Chair, **EDANA Board Working Group on Sustainability**

09.00 > 09.30

Carrefour Commitment on Sustainability



- Autodiagnostic - Sustainable development trophies
- Carrefour commitment on responsible sourcing - Toward zero deforestation

Aurélie Palomba, HPC - Quality Manager, **Carrefour** (France)

09.30 > 10.00

Consumer Product Environmental Footprint and Display in France: Current Developments



- Policy and legal basis
- Development of methods and tools
- National experiment
- Outlook

Sylvain Chevassus, Policy officer on Sustainable Consumption and Production, **Ministry for Sustainable Development** (France)

10.00 > 10.30

The EU Ecolabel and the Development of Criteria for Sanitary Products



- Brief introduction on JRC-IPTS and its role within the EU Ecolabel
- Overview on the criteria development process for sanitary products
- Legislative background, market and technical analyses and criteria areas – key preliminary results
- Conclusion

Mauro Cordella, Scientific Officer, **European Commission (JRC-IPTS, Seville)** (Spain)

10.30 > 11.15

COFFEE AND NETWORKING

11.15 > 11.45

Need for Standardization of Methodologies for Measuring Sustainability of Products

- Need for standardization of methodologies for measuring sustainability of products
- Background and organization of TSC
- Sustainability Measurement and Reporting system of TSC
- Recent developments and accomplishments within TSC



Koen Boone, Managing Director Europe, **The Sustainability Consortium (TSC)** and **Wageningen University and Research Centre** (The Netherlands)

11.45 > 12.15

The Role of Materials Suppliers in Sustainability

- Sustainability today
- Sustainability as an opportunity?
- Role of adhesives in sustainability



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

12.15 > 14.00

LUNCH

14.00 > 17.15

SESSION 3



MODERATOR

Ian Anderson

Marketing Director, **Nice-Pak International** (UK)

14.00 > 14.30

Create Value with Sustainability

- SCA new sustainability ambitions and targets
- Successfully integrating sustainability in the supply chain with Life Cycle management
- Create value with sustainable products and services
- Future challenges for personal care products



Susan Iliefski-Janols, Environment & Product Safety, **SCA Hygiene Products** (Sweden)

14.30 > 15.00

The Use of Parameters in Patent Specifications: Latest Developments and Perspective from an Applicant

- Brief introduction to parameter type patents in the field of absorbent articles
- Practice and case law development on this matter before European patent office (EPO) and beyond.



Veronique Kremer, Associate Director Legal - Innovation, Baby, Feminine & Family Care EMEA, **Procter & Gamble** (Germany)

15.00 > 15.30

A Brand Owner's Approach to Innovation for Sustainability through Partnerships

- The Unilever strategy is to double the company size without increasing environmental impact
- This strategy requires innovation through partnerships up and down the value chain
- The presentation will describe key approaches, considerations and learnings

Graham Cross, Director of Commercial Alliances (Global), **Unilever** (The Netherlands)

15.30 > 16.15

COFFEE AND NETWORKING

16.15 > 16.45

Adult Incontinence: Background and Update on Special Product Solutions for Male Incontinence

- The general need for adult incontinence product solutions for men
- Patent situation: History and current status
- Market update on special men products
- Outlook and future potential

Ruediger Kesselmeier, Director Product Development Incontinence Management, **Paul Hartmann** (Germany)

16.45 > 17.15

Disinfection Wipes as a Useful Extension of the Disinfection Product Range

- How epidemic diseases and changing lifestyles create a demand
- The biocide legislation challenge was met via co-development with chemical companies
- Interaction between nonwoven and the various disinfection liquids
- Future developments

Marines Lagemaat, Manager QRS, **Suominen Codi Wipes** (The Netherlands)

19.00 > 21.00
The Outlook 2012 Cocktail Party - CASA BATLLÓ

BUSINESS DRESS



08.30 > 09.00

COFFEE AND NETWORKING

09.00 > 12.45

SESSION 4



MODERATOR

Krzysztof-Daniel Malowaniec

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

Chair of the EDANA Board Working Group Business Development

09.00 > 09.30

High SAP, Low Pulp Designs – Factors for Real World Success

- Issues for thin core diapers
- Alternatives for thin designs
- Absorbent cores above 60% SAP
- Factors for performance and success



Mark Bolyen, Manager, Nonwovens, **Marketing Technology Service, Inc.** (USA)

09.30 > 10.00

Green Polyethylene – Same but Different

- Renewable value chain, understanding the Green Life Cycle
- Commercial possibilities with GPE, expensive or cheap?
- Brand Value, actual market business case with Triogreen®
- Next step, sustainable plastic business model



Anders Spetz, Managing Director, **Trioplanex International AB** (Sweden)

10.00 > 10.30

Consumer Survey in the Middle East: Uses, Attitudes, and Expectations towards Baby Diapers, Sanitary Protection and Wet Wipes

- Measuring usage behaviours and levels of consumer involvement
- Understanding consumer attitudes, preferences, and factors that drive product selection
- Identifying unmet needs, and consumer expectations for the future



Hatem Otoum, CEO, **Fine-SCA** (Middle East)

10.30 > 11.15

COFFEE AND NETWORKING

11.15 > 11.45

Nanomaterials: Implementing the New Definition across the Personal Care Industries

- The definition(s) of nanomaterials – recommendation and law
- Regulatory overview - emergence of regulation of nanotechnology
- Risk assessment of products enabled by nanotechnologies



Anna Gergely, Director EHS Regulatory, **Steptoe & Johnson LLP** (Belgium)



11.45 > 12.15



Treated Articles –

Preparing EDANA Members for the New Biocidal Products Regulation

- The new Regulation and rules for 'treated articles'
- Personal Care products: how are they in scope?
- EDANA industry guidance for the nonwovens supply chain
- What must my company do to prepare for September 2013?

Peter Kugel LL.M., Attorney at law, **Kugel Legal - European Chemical Law Attorneys** (Belgium)

12.15 > 12.45



Global Hygiene What Now? Where Now? Where Next?

- Global markets review – key driving forces of the nonwovens industry
- Market evolution – a review of the global markets and how regional focus has changed as we move closer to 'tipping point'
- Future market – a future of stagnation or growth, which will it be?

Alice Diepenbrock, Head of Country Research, **Euromonitor International** (United Kingdom)

12.45 > 13.00

CLOSING REMARKS AND FAREWELL

13.00 > 13.30

GOODBYE DRINK AND NETWORKING

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



13 - 14 March 2013

SINGAPORE 

By the organisers
of OUTLOOK™,
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products conference
in EUROPE with an average
330 delegates per year,
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ASIA OUTLOOK™ 2 0 1 3



The world's premier
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Held for the first time outside Europe, OUTLOOK™ Asia is a unique conference and networking event, starting in March 2013 with a two-day event in Singapore.

EDANA's experience in providing world-leading business representatives to share market knowledge and new technologies or products with the industry, is matched only by the high-level attendees you will gain access to during the conference.

The conference offers:

- Networking opportunities with participants from across the personal care products supply chain
- Ideal facilities for your additional business meetings
- Top level speakers, presenting topics tailored to the needs of executives from the personal care products industry:
 - Market data
 - Technology and innovation
 - Current and future trends
 - Regulatory issues and regional harmonisation
 - Sustainability

OUTLOOK™ Asia offers access to the nonwoven personal care products supply chain, and EDANA's expertise in product stewardship to support one of the world's leading regional economies.



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TO COME**

For Information **contact EDANA**

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Conference Registration Form TO BE RETURNED TO:



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REGISTRATION FEES - Conference (including recoverable VAT for Spain)

☐ **EDANA Member** € 1500 ☐ **Non-Member** € 1800

Fee includes entrance to the Conference, lunch and 2 evening cocktails, coffees, and the OUTLOOK 2012 Conference papers in digital format.

Please tick the box if your spouse is able to attend the EDANA Cocktail Party(ies)

on 26th September ☐ and/or on 27th September ☐

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Cancellations: No reimbursement for cancellations after 14th September 2012

☐ Please note that to enhance networking between delegates, EDANA will publish the e-mail 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

Hotel Booking Form TO BE RETURNED TO THE HOTEL

IMPORTANT NOTE: We strongly advise you to book your hotel room by 10th August 2012 at the latest. The cut-off date for the special hotel rates is 26th August 2012. The Hotel cannot guarantee availability in case all the allotted rooms reserved for this event have been booked. In this case reservations will be made on space availability basis.

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- The indemnity will not be incurred if the cancellations are received 21 days prior to the date of arrival.
- Any cancellations received between 20 and 3 days prior to the date of arrival, will incur an indemnity equal to 1 night's accommodation, included, in this case, any taxes and/or expenses that the hotel could have earned, and it will be imputed as cost of opportunity.
- Any cancellation received between 2 days prior to arrival date as well as no-shows or early departures will incur cancellation charges equal to the entire stay, included, in this case, any taxes and/or expenses that the hotel could have earned, and it will be imputed as cost of opportunity.

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