

9th - 11th October 2013

HOTEL CASCAIS MIRAGEM | CASCAIS | PORTUGAL

Over 450 executives
from 35 countries
attended in 2012

OUTLOOKTM 2 0 1 3

The world's premier
**Nonwoven Personal Care
Products Conference**

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 supply chain
- Ideal facilities for your additional business meetings
- Top level speakers tailored to the needs of key executives from the personal care products industry :
 - Markets (Geographic, Economic)
 - Technology and Innovation
 - Applications and Research, Sectors and Future Growth
 - Data (Including Past, Current, and Future Trends)
 - Regulatory Landscape and Eco/Sustainability

For Registration
and Hotel Booking Forms
contact EDANA

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B-1160 Brussels
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helene.colbach@edana.org

For more information
please visit the 'Events' section
of our website:

www.edana.org

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edana
THE VOICE OF NONWOVENS



Shuttle busses from the Vila Galé Estoril and the Palácio Estoril to the Miragem hotel

Departing at 12.30.

13.30 > 17.30

Registration open

You are asked to wear your badge at all times to access the conference and evening events.

13.30 > 14.15

WELCOME COFFEE AND NETWORKING

14.15 > 14.30



Opening and Welcome

Patricia Featherstone, Director Marketing & Communications - **RKW** (Belgium)
Chair, **EDANA Board of Governors**

14.30 > 15.30

KEYNOTE SPEAKER

Global and EU Macroeconomic Outlook

- This year and next will be pivot years in which in the developed world the news finally starts to improve and acclimatise to the 'new normal'.
- Although the emerging world will continue to deliver high growth rates, here too policymakers are having to deal with changing dynamics against a background of structural change and slowing growth in China.
- Using EIU's forecasts to examine these trends, as well as highlighting opportunities for growth within the global economy.



Robert Ward, Country Publishing Director, **The Economist** (United Kingdom)

15.30 > 17.30

SESSION 1



MODERATOR

Patricia Featherstone

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

15.30 > 16.00

Patent Harmonization Is Coming – Get Ready To Be Sued

- 4 of the patent harmonization efforts that have recently come into force, and how these initiatives represent a drastic and significant change in the way patents are granted and enforced.
- Impact of the changes on patents, including cost, ease and protection, which will mean that patent owners will have more opportunities and more incentive than ever to sue infringers.
- How the patent system is changing, how these changes affect every company doing business in Europe, and what your company can do to minimise the risk of being sued for patent infringement.



John Pollaro, President, **John Pollaro Consulting LLC** (United States)

16.00 > 16.30 TEA, COFFEE AND NETWORKING

16.30 > 17.00

The Shopper Ecosystem



- What's the state of mind of the consumer. How do they perceive the economic environment?
- What are the actual shopping and purchases behaviours?
- How do shoppers adapt to the retail realities?

Jean-Jacques Vandenheede, European Insight Director, **Nielsen** (United Kingdom)

17.00 > 17.30



The Use of Renewable Feedstock in Chemical Production

- Specifics of dedicated and integrated production processes for chemicals.
- Sustainability considerations.
- A novel approach to utilise renewable feedstock in integrated production.

Klaus-Dieter Hoerner, Global Business Unit Hygiene, Global Marketing, **BASF** (Germany)

19.00 > 21.00

EDANA Cocktail Party at the Hotel Cascais Miragem

The ideal opportunity for relaxed networking

CASUAL DRESS



Shuttle busses from the Miragem hotel to the Vila Galé Estoril and the Palácio Estoril
Departing at 21.00.



Shuttle busses from the Vila Galé Estoril and the Palácio Estoril to the Miragem hotel

Departing at 08.15.

08.30 > 17.00

Registration open

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08.30 > 09.00

WELCOME COFFEE AND NETWORKING

09.00 > 12.00

SESSION 2



MODERATOR

Krzysztof-Daniel Malowaniec

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

09.00 > 09.30

EU Regulation 1223/2009 on Cosmetic Products and its Impact on Personal Care Wet Wipes

- Why we have new cosmetics legislation and how we got here.
- New obligations: responsible person, product notification, labelling, claims, GMP.
- Ingredients under the limelight: nano-forms, animal testing ban and other restrictions.
- Product safety assessment: exposure assessment, EU guidance, and comparison with national guidelines.



Gerald Renner, Director Technical Regulatory Affairs, **Cosmetics Europe** (Belgium)

09.30 > 10.00

Global Outlook on Absorbent Product Consumption and Trends in Product Features/Construction

- The demand for ultra-thin absorbent products has driven the development of improved absorbent Polymer grades, multifunctional acquisition distribution layers and airlaid composites.
- An overview about different global state-of-the-art ultra-thin child care products will be discussed.



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

10.00 > 10.30

Food or Non-food : Which Agricultural Feedstocks are Best for Industrial Uses ?

- Food-crops in bio-based industries: taking a step back from the emotional discussion.
- Contribution to the recent controversial debate, based on scientific evidence, and analysing food and feed demand, land and resource efficiency, by-products use.
- All kinds of biomass should be accepted for industrial uses; level playing field between bio-based materials and energy.
- Choice should be dependent on how sustainably and efficiently biomass resources can be produced.



Michael Carus, Managing Director, **Nova Institute** (Germany)

10.30 > 11.00

TEA, COFFEE AND NETWORKING

11.00 > 11.30

Low Income Consumers and the Demand for Tissue and Nonwovens Products



- Definition, significance and buying behaviour of low income consumers.
- Requirements for a strategy to serve low income consumers: the example of baby diapers.
- Specific features of baby diapers / tissue products for low income consumers.
- Outlook for markets beyond Brazil and key learning for the nonwovens and tissue industry.

Silke Brand-Kirsch, Executive Partner, **Schlegel und Partner** (Germany)

11.30 > 12.00

Using Fluff Pulp - Good for the Earth ?



- Many of us want to protect forests... How can we do that?
- Industrial forestry – when done correctly – is a critical part of the answer.
- Wood as a product component – like fluff pulp for absorbent products – is a powerful force for good for the environment and society.

Teri Shanahan, Vice President for Sustainability, **International Paper** (United States)

12.00 > 14.00

LUNCH

14.00 > 15.00

KEYNOTE SPEAKER

Disruptive Technologies (IT and Additive Manufacturing Technologies)



- What happened to the future?
- Manufacturers will lead the 'Next Wave' of Innovation.
- Key technology and business strategies for the future.

Robert Glaze, Founder, **The Brenva Institute** (United States)

15.00 > 17.00

SESSION 3



MODERATOR

Gerd Ries

Vice President Global and External Affairs Women's Health, **Johnson & Johnson** (Germany)

15.00 > 15.30

Cotton Rediscovered



- Introduction to a novel type of virgin unscoured and unbleached (greige) cotton fiber.
- Processing characteristics and sustainability profile and physical properties of spunlaced fabrics containing this greige cotton.
- Diaper and incontinence fluid management performance of these fabrics.

Edmund Carus, R&D Advisor for TJ Beall Inc., **Carus Consultancy Services** (United Kingdom)

15.30 > 16.00
Flushability and the Nonwovens Industry:
Past, Present and Working to a Brighter Future

- The revised Flushability Guidelines document and associated tests represent a major shift in how companies evaluate the flushability of wipes.
- A simpler, streamlined and globally unified approach is now available to wipes producers and suppliers.
- An updated Code of Practice provides clear information for labelling of wipes packages.
- However, the future continues to offer challenges: what EDANA is doing to address both industrial and public queries.


Jean-Michel Anspach, Technical & Education Director, **EDANA** (Belgium)

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

16.00 > 16.30

TEA, COFFEE AND NETWORKING

16.30 > 17.00
Beyond Compliance – working with the UK Retailers

- The Face of UK Retail
- Regaining Trust
- Beyond Compliance
- Challenges we have to face as an industry


Simon Neale, UK General Manager, **Rockline Industries Ltd.** (United Kingdom)

19.00 > 21.00
The Outlook 2013 Cocktail Party – Wine Cellar ‘Coisas do Vinho’

The ideal opportunity for relaxed networking



Please note that as the location is a minimum 30 minutes distance, busses will leave from the Miragem hotel at 18.00, and will leave the Winery at 21.00 returning to the Vila Galé Estoril, Palácio Estoril and Miragem hotels.

MEET AT THE MIRAGEM LOBBY FOR 18.00 DEPARTURE

BUSINESS CASUAL



Shuttle busses from the Vila Galé Estoril and the Palácio Estoril to the Miragem hotel

Departing at 08.15.

08.30 > 13.00

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08.30 > 09.00

WELCOME COFFEE AND NETWORKING

09.00 > 13.15

SESSION 4



MODERATOR

Jelle Westerperp

Sr. Director of Sales Hygiene EMEA, **PGI Europe** (The Netherlands)

09.00 > 09.45

Is Acceleration in Reality just an Illusion ?

- We are continually being told that “things change faster”
- This perceived ‘acceleration’ may just be an illusion
- How fast have household products been adopted during the last century
- What does this mean for your future strategy?



Klaus Mogensen, Senior Futurist, **Copenhagen Institute for Futures Studies (CIFS)**, (Denmark)

09.45 > 10.15

World Hygiene: What Europe brings to the World and the World could bring to Europe

- Nonwovens: an international market place.
- Euro trends.
- Euro opportunities (near and far).
- 2020 visions.



Tamara Bartels, Analyst - Homecare, Tissue & Hygiene, **Euromonitor** (United Kingdom)

10.15 > 10.45

Hygienic Nonwovens in Latin America

- ABINT - Nonwovens in Brazil and Latin America.
- Latin America and Brazil Economy.
- Hygienic Nonwovens in Latin America.



Wagner Souto Carvalho, President, **ABINT** (Brazil)

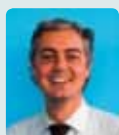
10.45 > 11.15

TEA, COFFEE AND NETWORKING

11.15 > 11.45

Game Changing Technologies in Nonwovens

- Analysis of weak signals of innovation in the nonwovens industry.
- Assembly of a set of independent innovation indicators.
- Calculation of innovation potential of a shortlist of technological developments and emerging raw materials.



Mathieu Mottrie, CEO, **CREAX** (Belgium)

11.45 > 12.15



Odour Efficacy Testing on Incontinence and Personal Care Products

- Introduction of odour measurement.
- Odour masking, odour reduction and fragrance longevity in hygiene products.
- Case studies.

Björn Maxeiner, Managing Director, **Odournet GmbH** (Germany)

12.15 > 12.45



Modern Hygienic Production System: Energy Consumption and Cost Reduction while Improving Product Quality, Line Speed and Line Efficiency

- Explanation of the 'key air-flow laws' to apply in Hygiene Production to save electrical energy and to achieve a balanced system.
- Impact of a balanced air-system on the ongoing energy and materials consumption, product quality production efficiency and line speed.
- Tangible steps to achieve progress in overall energy consumption, reduced raw material consumption etc.

Christoph Ritter, Engineer Mechanical & Process, **Osprey Corporation** (France)

12.45 > 13.15

CLOSING REMARKS AND FAREWELL

13.15 > 13.45

GOODBYE DRINK AND NETWORKING



There will be no shuttle bus returning to the Vila Galé Estoril and the Palácio Estoril.

Please note that the Miragem hotel will not be able to accommodate the luggage of delegates staying at another hotel. We therefore ask you to make individual arrangements it with the concierge desk of your respective hotels upon check-out.

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

9th - 11th OCTOBER 2013 – HOTEL CASCAIS MIRAGEM I LISBON, CASCAIS (PORTUGAL)

TO BE RETURNED TO:



Avenue Herrmann Debroux, 46 – 1160 Brussels / Belgium

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

EMAIL helene.colbach@edana.org | www.edana.org

WE STRONGLY RECOMMEND TO REGISTER BEFORE 10 AUGUST 2013 (HOTEL BOOKING DEADLINE)

PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

☐ Mr ☐ Ms

First Name Last Name

Company

Job Title Email *

Direct Phone Mobile

Direct Fax Website

VAT / Tax Identification Number

Address

Post Code City Country

* ☐ 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.

FEES (including 23 % VAT for Portugal)

☐ EDANA Member €1500 ☐ Non-Member €1800

Fee includes entrance to the Conference 2 lunches and 2 evening cocktail, coffee breaks and conference papers in digital format.

☐ Please tick the box if your partner is able to come to the EDANA Cocktail Party on 9th October

☐ Please tick the box if your partner is able to come to the EDANA Cocktail Party on 10th October

METHODS OF PAYMENT (Invoice will be issued immediately after reception of the payment)

☐ BANK TRANSFER Payment by bank transfer to: EDANA (indicate delegate and company name)

IBAN BE92 3100 7607 0823 / BIC BBRUBEBB

Payment must be free of all bank charges

☐ CREDIT CARD ☐ AMEX ☐ MASTERCARD ☐ VISA

Card Number Expiry Date / CVV Code

Card holder's name Signature

Cancellations no reimbursement for cancellations after 20th September 2013

Training Courses



Absorbent Hygiene Products

TRAINING COURSE

25TH > 26TH March 2014
16TH > 17TH September 2014

Nonwovens

TRAINING COURSE

18TH > 20TH February 2014
17TH > 19TH June 2014
14TH > 16TH October 2014



Fundamentals in Filtration

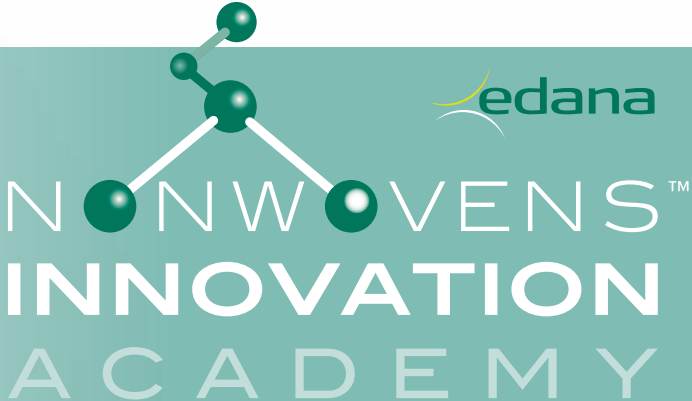
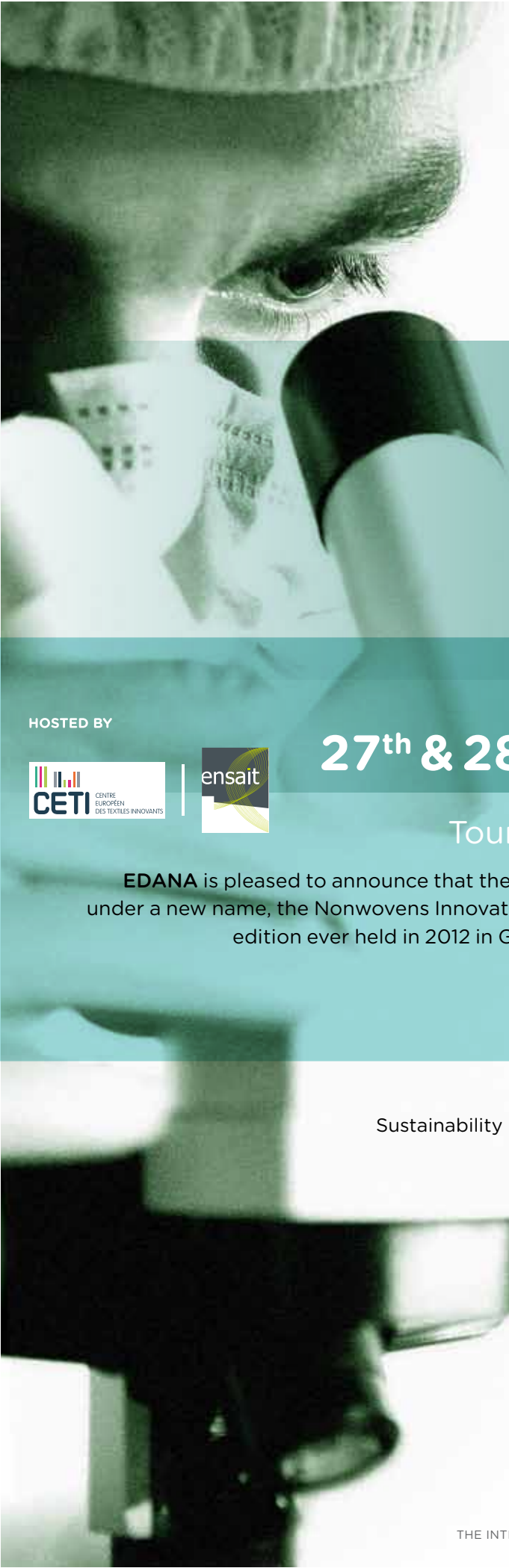
TRAINING COURSE

26TH > 27TH November 2014

ORGANISED BY

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THE VOICE OF NONWOVENS

International Association Serving the Nonwovens & Related Industries



NONWOVENS INNOVATION ACADEMY

HOSTED BY



27th & 28th NOVEMBER 2013

Tourcoing (Lille Metropole) | France

EDANA is pleased to announce that the Nonwovens Research Academy will return in 2013 under a new name, the Nonwovens Innovation Academy (NIA). Following the most successful edition ever held in 2012 in Gothenburg, the NIA will be hosted in 2013 by CETI, with visits of their facilities.

ACADEMY TOPICS INCLUDE

- Sustainability (eco-efficient client functionalisation of nonwovens) ◀
- Processing and product performance enhancement ◀
- Modelling & testing ◀
- Recycled /Renewable/bio-based materials ◀

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8-11 april 2014
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