

OUTLOOKTM 2 0 0 6

The World's premier
Personal Care Products Conference



20-22 September 2006

MELIÀ GRAN SITGES HOTEL
SITGES (BARCELONA) - SPAIN



Some comments from delegates
who attended **OUTLOOK** 2005

- “ Conference gets better each year, very interesting,
we expect a lot of this event ”
- “ Congratulations on both design and execution of OUTLOOK.
Well put together programme.
You are right up there with the best ”
- “ Perfectly organised, containing stimulating discussions ”

ORGANISED BY
edana
THE VOICE OF NONWOVENS

OUTLOOKTM 2 0 0 6

The World's premier Personal Care Products Conference organised by EDANA,

will feature the following important themes :

- Sustainability <
- Industry Economics <
- Innovation <
- Emerging Markets <
- Trends in Consumer Behaviour <



For 2006, Sitges was retained for a second time
as many delegates believed it provides:

- An attractive location <
- A professional set-up and very comfortable auditorium <
- Excellent networking opportunities <
- and topics of special interest to key executives from
the hygiene products industry and its suppliers



Topics for 2006 include :

- An Innovative Business Approach to Sustainability <
- The Role of Private Equity in Nonwovens: Opportunity or Threat? <
- A Holistic Approach to Innovation <
- GameChanging Innovation <
- The Indian Market for Personal Hygiene Products: Current Status and Trends <
- Caring for You: Incorporating Health and Wellness into European Retail Brands <
- Baby and Adult Wipes in Europe <

THANKS _ EDANA would like to thank the chairman Krzysztof Malowaniec, Paul Hartmann (Germany) and members of the OUTLOOK 06 Steering Committee, Ingemar Bengtson, Trioplanex International (Sweden), Aldo Ghira, BBA Fiberweb Tenotex (Italy), Pieter Meijer, BBA Fiberweb Europe and Gunnar Preifors, SCA Hygiene Products (Sweden), for their help in setting up this programme

13.00 > 18.00

Registration at the Melià Gran Sitges Hotel

Please wear your badge at all times for easier networking.

13.30 > 15.00

ENJOY A COFFEE AND START NETWORKING

**SESSION 1 SUSTAINABILITY**

MODERATOR <

Marina Franke, Manager Corporate Sustainable Development, Procter & Gamble Service

15.00 > 16.45

Corporate Sustainability: Challenges - Trends - Instruments

- Sustainability Challenges. A new vogue or real threat?
- Trends in Sustainability. What society concerns
- Business Case. Management of complexity
- Systemic model: Nature - Society - Business
- Outlook. Bridging society and nature through business?

**Dr. Alfred W. Strigl**, Director, Austrian Institute for Sustainable Development
c/o University of Natural Resources and Applied Life Sciences Vienna (Austria)**An Innovative Business Approach to Sustainability**

- Companies struggling to activate sustainability agendas
- Need for corporate social responsibility and environmental protection
- Claimed benefits are risk reduction and enhanced reputation
- P&G's attempts at linking opportunity with responsibility

**Marina Franke**, Manager Corporate Sustainable Development, Procter & Gamble Service (Germany)**New Polymer offers Sustainable Raw Material Option**

- Nonwoven industry needs new polymers for sustainability society of future
- Addressing issues relating to waste management, renewable raw materials, recycling and innovative disposable solutions
- New fibre derived from 100% sustainable agricultural resources
- Bio-degradable and fully compostable

**Eamonn Tighe**, Ingeo Fibers Business Development Manager, Nature Works LLC (USA)

16.45 > 17.15

COFFEE & NETWORKING

**SESSION 2 INDUSTRY ECONOMICS**

17.15 > 17.45

The Role of Private Equity in Nonwovens: Opportunity or Threat?

- What do private equity houses look for when they choose which company to buy?
- What would they find attractive in nonwovens?
- Why might nonwovens players be put up for sale?
- What influence may private equity ownership have on the nonwovens industry?

**Dr. Paul Jowett**, Managing Partner, LEK Consulting Munich Office (Germany)

18.30 > 20.30

EDANA COCKTAIL PARTY

Melià Gran Sitges Hotel – The ideal opportunity for relaxed networking

BUSINESS SUIT OR CASUAL DRESS

08.00 > 18.00

Registration desk open

Please wear your badge at all times for easier networking

09.00 > 09.30

ENJOY A COFFEE AND START NETWORKING

MODERATOR

**SESSION 3 INNOVATION****Gunnar Preifors, Director R & D Personal Care, SCA Hygiene Products**

09.30 > 10.45

Nanononwovens for Hygiene Applications

- Superhydrophobicity in nature: combination of chemical and topographical features in the micro- and nano-scales
- The "lotus effect" and its benefits: hydrophobicity and inherent self-cleaning ability, i.e. desired features in many nonwovens applications
- Other potential opportunities arising from nanononwovens, including fragrance release and odour control

**Thomas Broch-Nielsen, R&D Project Manager Personal Care Division, FIBERTEX A/S (Denmark)****A Holistic Approach to Innovation**

- Translating your strategy into effective innovation
- Defining processes and common language to drive innovation across the globe
- Supporting the business and maintaining transparency across your organisation
- Establishing consistent levels of competence across the Global Leader

**Mehmood Khan, Global Leader Innovation Process Development, Unilever (UK)**

10.45 > 11.30

COFFEE & NETWORKING

11.30 > 13.00

GameChanging Innovation

- The GameChanger process & objectives
- Converting ideas into reality
- 10 years of experience: some examples
- What works well and what needs improvement
- The way forward

**Gerard Bol, GameChanger Team, Shell International Exploration & Production (The Netherlands)****Connecting Innovation to Growth**

- Identification and evaluation of dynamic market segments on two vectors, segment attractiveness and potential commercial fit
- Creating a culture of innovation and embedding elements which support innovation
- Practices which help to turn innovative ideas into business faster

**Gregg A. Vandesteeg, Ph.D., Vice-President R&D, Global, 3M Health Care****PANEL DISCUSSION**

13.00 > 14.45

LUNCH

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

MODERATOR



SESSION 4 EMERGING MARKETS



Kris Malowanec, Senior Vice President, Paul Hartmann

14.45 > 16.00

Market Watch: Trends and Developments in the Global Hygiene Products Industry

- The quest for sophistication and the move towards premium products across all industry segments
- Changing lifestyles and shifts in population
- Improved solutions, aesthetics and design becoming crucial to purchasing decisions
- Retail power growing and 'smart shopping' becoming a trend for the future
- Regional, country and market specific focus
- Future potential and challenges for the hygiene products industry



Irina Barbalova, Head of Disposable Paper Products Market Research, Euromonitor International (UK)



The Indian Market for Personal Hygiene Products: Current Status and Trends

- Demand and Supply: Current status and growth rate
- Great market potential
- Demographics and market trends, comparison with other countries
- Key players and brands
- Marketing strategy for Indian market: What, why, when, how?



Samir Gupta, Managing Director, Business Coordination House (BCH) (India)

16.00 > 16.30

COFFEE & NETWORKING

16.30 > 18.00

"An Ordinary Day at Work"



- Gurra Krantz, an experienced professional competitor in sailing races, will take you on a fascinating journey on leadership, recruiting and composing the right team, tackling conflicts & crisis and acquiring the "winning mindset".

Gurra Krantz

18.30 > 20.30

THE OUTLOOK 2006 COCKTAIL PARTY *

The grandiose Codorníu Wine Cellars, the biggest in the world, have millions of bottles of CAVA, a range of sparkling wines to suit every dish. It includes an optional train ride into the mountainside to see the Art-Nouveau cellars. You will leave with a bottle of Cava!

Note: Buses will leave at **18.30** hrs from the entrance of the Melià Gran Sitges Hotel

* BUSINESS SUIT OR CASUAL DRESS



08.30 > 11.30

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09.00 > 09.30

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MODERATOR

**SESSION 5 RETAIL: TRENDS IN CONSUMER BEHAVIOUR**
Pieter Meijer, Vice President Marketing & Sales Europe, BBA Fiberweb Europe

09.30 > 11.30

Caring for You: Incorporating Health and Wellness into European Retail Brands


- Major European retailers have identified consumer interest in health and wellness issues
- Accommodating this critical marketing platform for next few years requires many changes
- Retailers' efforts: With existing formats and brands as well as new retailing concepts

Ethan S. Sinick, Vice-President Europe, Management Ventures Inc. (MVI) (UK)

I care, You Care, We care – New Strategies for Generating Demand

- Customers are enlightened market participants
- The soft sides of consumers' quality perception
- The new social-cultural model of consumption
- "Real quality", a winning added strategy
- Private label, both a challenge and a threat


Prof. Simonetta Carbonaro, Co-founder and Partner, REALISE Strategic Consultants (Germany)

Baby and Adult Wipes in Europe

- Evolution of the baby & adult wipes category in Europe – history and current situation
- Baby and adult wipes – Technologies and consumer insights
- Johnson & Johnson baby and adult wipes – brands and product portfolios
- Innovation in baby and adult wipes
- "Outlook"


Katja Lerner, Director Product Development Baby and Adult Skin Care Wipes, Johnson & Johnson Consumer Europe

> 11.30

GOODBYE COFFEE & FINAL NETWORKING

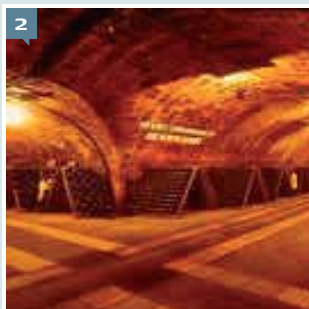


**Hotel Melià Sitges**

Joan Salvat Papasseit, 38 - 08870 Sitges (Barcelona)

PHONE +34 93 811 08 11 - FAX +34 93 894 90 34

EMAIL [melia.gran.sitges@solmelia .com](mailto:melia.gran.sitges@solmelia.com)



Codorníu Wine Cellars

**Some tips
for Sitges (Barcelona)**

The Melià Gran Sitges Hotel is located just 20 minutes by taxi (around 35€) from Barcelona airport

- All bedrooms have terraces and most have sea views
- Sitges is the most charismatic and cosmopolitan coastal resort in Catalonia, Spain
- It benefits from a microclimate with more than 300 sunny days a year
- Being a fishing town, in a wine growing area, good seafood restaurants abound
- EDANA will send you a list of recommended restaurants upon registration
- Shuttle buses to and from the Melià Sitges Hotel to the main restaurant area of Sitges
- The Cocktail reception on 21st September 2006 will take place at the Codorníu Wine Cellars. These grandiose cellars, the biggest in the world, have millions of bottles of CAVA, a range of sparkling wines to suit every dish. Includes an optional train ride into the mountainside to see the Art-Nouveau cellars. You will leave with a bottle of Cava! Buses will be waiting for you at the entrance of the Melià Gran Sitges Hotel at 18.30 hrs, the journey to the Codorníu Wine Cellars lasts 30 minutes.

Welcome to a new, and even better **OUTLOOK** experience.

CONFERENCE REGISTRATION FORM 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 info@edana.org

www.edana.org

PLEASE FILL IN CLEARLY IN BLOCK CAPITALS

First Name Family Name: (Mr., Ms., Dr.)

Function Company

Company Address

Postal Code City Country

Phone..... Fax

E-mail..... VAT Number.....

Date |> 2006 Signature

Fees (including 16% VAT for Spain)

- ☐ EDANA Member € 1450
- ☐ Non-Member € 1650

Fee includes 1 lunch and 2 evening cocktails, coffees, CD-Rom containing the OUTLOOK 2006 Conference papers

- ☐ Please tick this box if your partner is able to come to the EDANA Cocktail Party on 20 September evening
- ☐ Please tick this box if your partner is able to come to the EDANA Cocktail Party on 21 September evening

Methods of payment

- ☐ **Bank transfer** Payment has been made by bank transfer to: 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
Payment must be free of all bank charges

- ☐ Credit Card ☐ VISA ☐ DINERS ☐ MASTERCARD ☐ AMEX

Card number | | | | | | | | | | | | | | | | Expiry date | | | > | |

Card holder's name..... Signature

- Cancellations** No reimbursement for cancellations after 5 September 2006.
Before this date, EDANA will deduct € 35 to cover handling, bank charges etc.



› Melia Gran Sitges Hotel

Joan Salvat Papasseit, 38
08870 Sitges (Barcelona)

TEL +34 93 811 08 11

FAX +34 93 894 90 34

E-MAIL melia.gran.sitges@solmelia.com

PLEASE FAX COMPLETED FORM TO
SPANISH HERITAGE IBERIAN TOURS
**by 30 June 2006 together with
one night deposit**

(see **Means of payment**)

› **Spanish Heritage Iberian Tours (SHE)**

Numancia, 73 2ºB | E-08029 Barcelona

FAX +34 93 419 68 66

TEL +34 93 322 10 50

E-MAIL dgiammichele@she.es

PLEASE NOTE THAT ONLY PROPERLY COMPLETED BOOKING FORMS FILLED IN BLOCK CAPITALS WITH ALL REQUIRED DETAILS WILL BE ACCEPTED

First Name Family Name: (Mr., Ms., Dr.)

Function Company

Company Address

Postal Code City Country

Phone..... Fax

E-mail

Accommodation

Type of room ☐ Single room: € 155,15 (145 + 7% VAT) ☐ Double room: € 181,90 (170 + 7% VAT)

Date of arrival		>		2006	Date of departure		>		2006	Number of nights
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Special request

Payment (see means of payment)

☐ **I authorise** SHE Iberian Tours S.A. to deduct from my credit card the total amount of my stay. €..... Number of nights |

☐ VISA ☐ AMERICAN EXPRESS ☐ ACCESS / MASTERCARD ☐ OTHER

Card number | | | | | | | | | | | | | | | | Expiry date | | | > | |

Card holder's name..... Signature

Accommodation policy (see means of payment)

- Accommodation has been reserved at the Melià Gran Sitges Hotel. Kindly note that capacity is limited and all requests will be considered in order of receipt.
- Requests received after 30 June 2006 will be confirmed only within possibilities left
- Prices are in Euro per room and night, including buffet breakfast and VAT.

Means of payment

- Kindly note that a one-night deposit is required to guarantee your request for accommodation
- Upon receipt of the properly completed form and the requested deposit (see payment), SHE Iberian Tours will send you the confirmation of the accommodation and all payment and cancellation conditions.

“ **EDANA** offers key executives
from the personal care products
industry and its suppliers
superb opportunities for
networking at **OUTLOOK**²⁰⁰⁶ ”

All enquiries regarding EDANA's
OUTLOOK²⁰⁰⁶ CONFERENCE
should be addressed
to the EDANA Secretariat

EDANA

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B-1030 Brussels
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The Conference takes place at the **Melià Gran Sitges Hotel**

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EMAIL melia.gran.sitges@solmelia.com

The Conference Language is **ENGLISH**