

Organised by

edana

EUROPEAN DISPOSABLES AND NONWOVENS ASSOCIATION



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Outlook

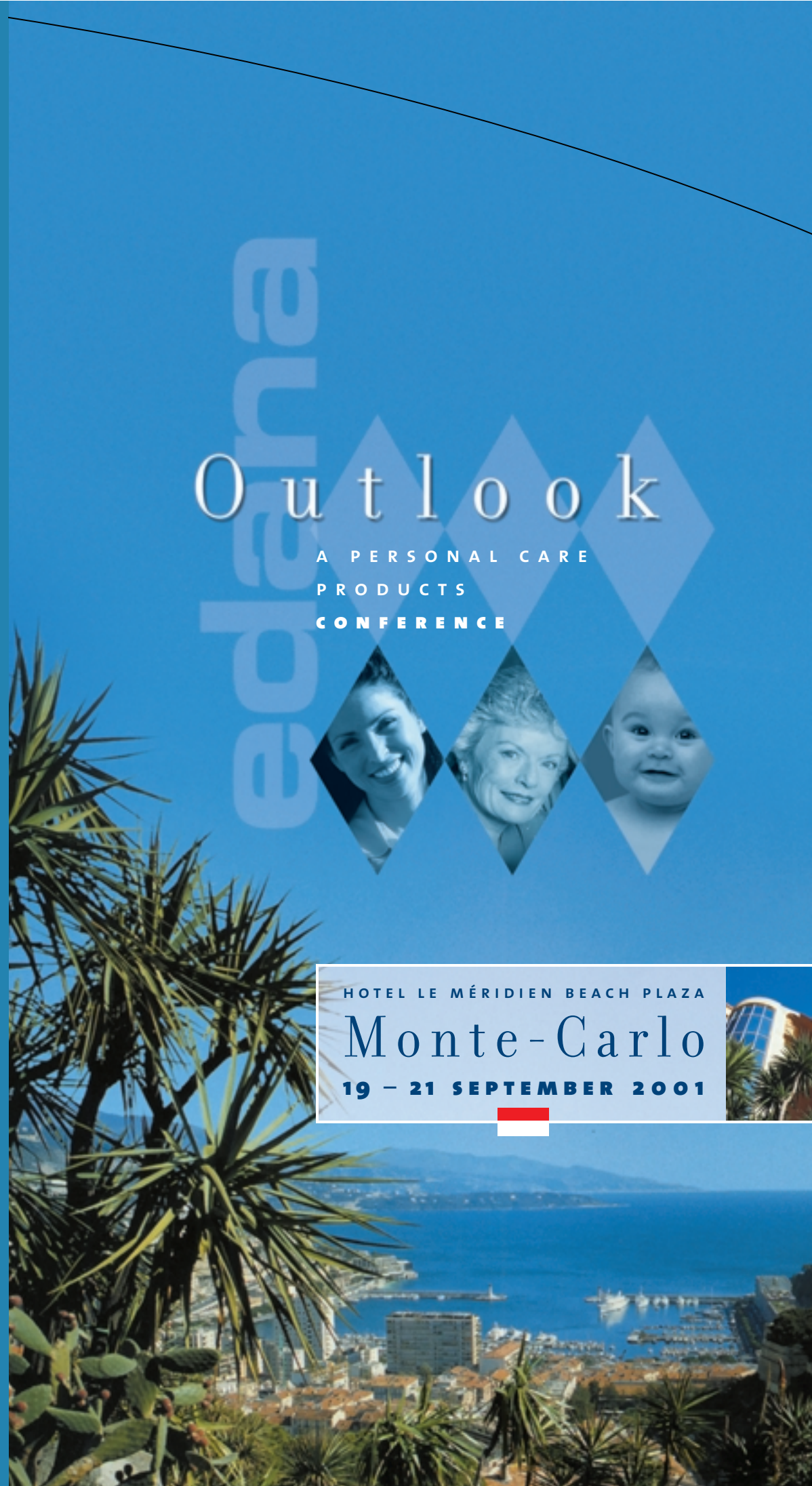
A PERSONAL CARE
PRODUCTS
CONFERENCE



HOTEL LE MÉRIDIEN BEACH PLAZA

Monte-Carlo

19 – 21 SEPTEMBER 2001



A first time ever
opportunity in Europe
to make important
business contacts
with key executives
from the personal care
products industry and
its suppliers.

The superb location of the hotel
Le Méridien Beach Plaza, with its private beach area,
will also allow you to organise individual meetings
with industry executives in complete discretion.



As always, at EDANA-organised events,
Outlook will offer you excellent contact opportunities,
both at the buffet lunches and at the two evening
cocktails, one of which will take place at Monte-Carlo's
famous Hotel de Paris.



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Wednesday ♦

19 SEPTEMBER 2001

16.00 ▶ 20.00

Registration at Le Méridien Beach Plaza Hotel.
Please wear your badge at all times to help contacts.

18.30 ▶ 20.30

EDANA COCKTAIL PARTY

Le Méridien Beach Plaza Hotel.
Your chance to start networking.



Thursday ♦

20 SEPTEMBER 2001

8.00 ▶ 18.00

Registration desk open.

BREAKFAST

EDANA does not schedule breakfast meetings. Instead, please enjoy
this relaxing breakfast experience, perhaps outside on the terrace,
getting to know your new colleagues.

Dr. Rolf Altdorf, *vice president and managing director,*
PGI Nonwovens Europe (The Netherlands)

M O D E R A T O R

9.30 ▶ 11.00

World trends for the 21st century

- ♦ Political, economic and social trends
- ♦ North and South differences
- ♦ Greater prosperity in tropical and subtropical areas
- ♦ Economically profitable, ecologically useful demographic possibilities

Prof. Dr. Claus Kernig (*Germany*)

Connect and develop – new ways to innovation

- ♦ The importance of making connections
- ♦ The P&G approach to innovation
- ♦ Combining “what’s needed” with “what’s possible”
- ♦ Innovation vs. invention
- ♦ Virtual developments

Dr. Rainer Schoene, *vice president Corporate Research*
and Development Europe, Procter & Gamble (Belgium)

COFFEE BREAK. For networking.

Worldwide mass marketing

- ♦ European distribution and purchasing
- ♦ Globalisation of distributors, but no harmonized offers
- ♦ The Euro's impact on price warfare.

Jean-François Artigue,
director, Société d'Analyse et de Développement (France)

M O D E R A T O R



12.15 > 14.00

$$14.15 \prec 15.45$$

LUNCH

A casual buffet lunch to help you continue with your networking.

“Patentology” - a hidden science and its visible effects

- ◆ European patent practice
- ◆ Development of intellectual property rights in the absorbent hygiene products industry
- ◆ Main focus areas of competitive technology and product development
- ◆ Some challenging case studies

Krzysztof D. Malowaniec, *head of strategic development*
Dr Eckhard Oltmann, *head of patent department,*
Paul Hartmann AG (Germany)

The oil supply and demand status in relation with new material developments for disposables markets

- ◆ Oil supply / demand developments
- ◆ Petrochemical trends
- ◆ Impact on polymers used in personal care products

Marie-Pierre Chevallier, *vice president, Corporate Planning*
TOTALFINAELF Chemicals (France)

 $15.45 > 16.15$

COFFEE BREAK. For networking.

16.15 ➤ 17.00

New products created by modern biology
will make a difference to people's lives

- ◆ Aim is 25 per cent of products from renewable resources by 2010
- ◆ Biotechnology creates products with new and improved performance
- ◆ A broad range of new polymers

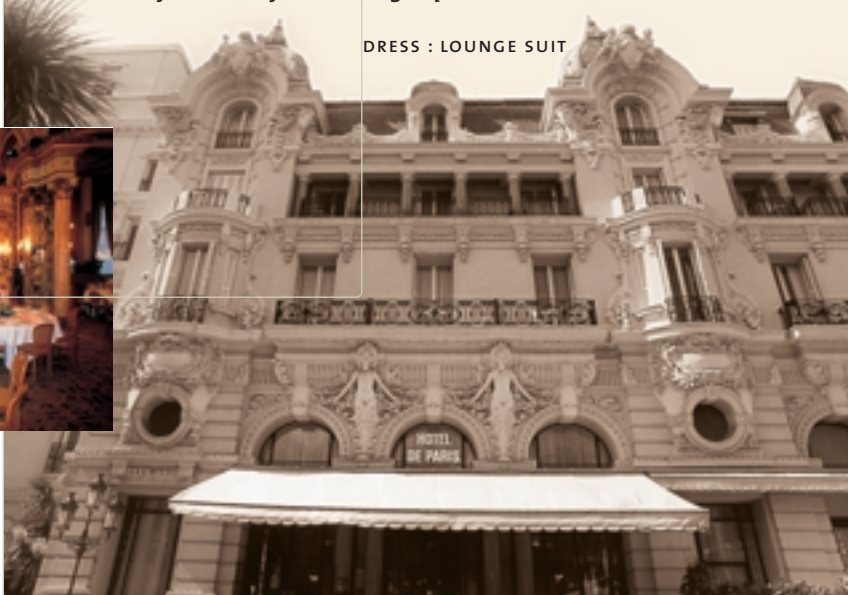
Ellen Kullman, *group vice president and general manager,
DuPont Biomaterials & Safety Resources (USA)*

18.30 ➤ 20.30

THE MONTE-CARLO COCKTAIL

This glittering cocktail will be held in the Salle Empire of the *Hôtel de Paris*, right in the heart of Monte-Carlo. It is kindly offered by the Monegasque Government and EDANA.

DRESS : LOUNGE SUIT



Friday ♦ 21 SEPTEMBER 2001

8.00 > 16.00

MODERATOR

9.30 11.00

11.00 ➤ 11.30

11.30 ➤ 12.15

12.15 > 14.00

21 SEPTEMBER 2001

Registration desk open.

Paul Dewingaerden, *secretary general, EDANA (Belgium)*

China - is that a market?

- ◆ What China produces and what it consumes
- ◆ The local and global players in China
- ◆ Doing business in China - a personal view
- ◆ What do we know about the future?

Robert Rufli, *president, BBA Nonwovens Asia-Pacific*
(Switzerland and Hong Kong)

Rocking the ages - the 60 plus generation.

- ◆ Transition of industrial society to community of knowledge
- ◆ Demographic shift from young to old
- ◆ Economic chances and potentials from 60 plus consumers being ignored

Sabine Martini, SMARTini Consulting (Germany)

COFFEE BREAK. For networking.

Adult incontinence product selection.
Is the offer too large or too confusing?

- ◆ How to select best product to correspond to type of incontinence
- ◆ Performance study carried out
- ◆ Need for performance evaluation on human panel
- ◆ Panel and laboratory results presented
- ◆ Potential correlation discussed

Dr. Konrad Giersdorf, *project officer, Stiftung Warentest (Germany)*

LUNCH

A casual buffet lunch to help you continue with your networking.

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14.00 ▶ 15.30	
15.30	
9.30 ▶ 11.00	

Trial and error or trial without error?

The risk of the precautionary principle.

- ♦ Application of precautionary principle often increases risk and is illogical
- ♦ Regulation of new technologies
- ♦ Sociology of fear and the politics of precaution

Dr. Roger Bate, *fellow of the Institute of Economic Affairs, London, and editor of the book “What Risk?” (UK)*

Murphy's law - or:

what makes the world tick the way it does?

- ♦ Murphy's law and its implications
- ♦ Murphy's ethical rules, which the follower can rely on

Dr. Dolf Stockhausen, *president, AristoNet Holding GmbH (Austria)*

ENDS

Distribution of CD-Rom

The CD-Rom containing the papers of OUTLOOK is available at the end of the Symposium. Please collect this CD-Rom by handing in your badge at the Registration Desk.

Meet our Speakers

During the lunch and coffee breaks, why not take time out to meet the Outlook speakers at our “Speakers Corner”, and pick up literature from the table-top display?.

Thanks

EDANA would like to thank Ingemar Bengtson (*Trioplanex International*), Franck Courtray (*Courtray Consulting - Labservice*), Krzysztof Malowaniec (*Paul Hartmann*) and Georg Werner (*Stockhausen*) for their help in setting-up this programme.

This programme may be subject to last-minute changes and cancellations.