



# OUTLOOK™ 2016

## THE WORLD'S PREMIER **NONWOVEN PERSONAL CARE AND HYGIENE PRODUCTS CONFERENCE**

21<sup>st</sup> – 23<sup>rd</sup>  
September, 2016

NH COLLECTION EUROBUILDING  
MADRID | SPAIN



**OUTLOOK™ offers high level speakers, and a diverse and relevant programme with multiple networking opportunities for the nonwovens personal care products supply chain.**

- Cost-effective and exclusive European location
- Daily formal and informal networking opportunities
- Ideal facilities for your additional business meetings
- Top level speakers tailored to the needs of key executives:
  - Technology, Product Development and Innovation
  - Sectors and Future Growth
  - Market Data and Trends
  - Regulatory Landscape
  - Sustainability

WITH 18 EDITIONS  
IN EUROPE, ASIA PACIFIC  
AND LATIN AMERICA,  
THE CONFERENCES HAVE  
ATTRACTED MORE THAN  
5,400 PARTICIPANTS  
FROM ACROSS THE GLOBE



ORGANISED BY

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or visit the 'Conferences and Symposia' section on

[www.edana.org](http://www.edana.org)



## Flushability session at OUTLOOK™ 2016, Madrid

Are you involved in the wipes industry and want information about flushable requirements and the support available to your business?

If so, you can benefit from a dedicated break-out session at OUTLOOK™ in Madrid, with information about the global wipes market and regulatory environment, update on labelling requirements, and activities to help educate the public on how to best dispose of their wipe. The session will also include discussion among the industry on key issues, and introduce you to the EDANA experts responsible for technical specifications, product stewardship, and communications and education.

The break-out session will cover:

- ◆ Update to the EDANA/INDA package labelling guidelines for non-flushable wipes
- ◆ Results of the European label compliance checks
- ◆ Consumer-facing educational activities and messages
- ◆ Retailer engagement and support
- ◆ Water company and national water body relationships and development
- ◆ Overview of the media coverage on wipes and blockages
- ◆ Current status of the ISO flushability working group

The session will be held adjacent to the conference, during the break on Thursday 22<sup>nd</sup> September, at 11.00am.

To participate, you must be [registered for OUTLOOK™ 2016](#), and note your interest to attend on the registration form.

## WEDNESDAY 21<sup>st</sup> SEPTEMBER, 2016

13.30-18.00

Registration at the NH Collection Eurobuilding Hotel  
Please wear your badge at all times for easier networking

13.30-14.00

Welcome coffee and networking

14.00-14.15

**Opening and Welcome by Pierre Wiertz, General Manager, EDANA (Belgium)**



**Introduction by the Chair of EDANA, Martin Rapp, Senior Vice President and General Manager, Glatfelter Gernsbach (Germany)**

### MODERATOR



**Patricia Featherstone, Director Marketing and Communications - Hygiene and Industrial, RKW Group (Belgium)**

### KEYNOTE SPEAKER

14.15-15.15



**Growth, innovation, economies of scale and the accelerating pace of life; developing a science of cities, companies and sustainability**

- ◆ Applying scaling ideas to cities and companies
- ◆ Accelerated innovation and the impact on growth and sustainability
- ◆ Network theory and predictions for the future
- ◆ What can we learn from Physics and Biology?

**Geoffrey West, Distinguished Professor and Past President, Santa Fe Institute (United States)**

15.15-15.45



**Risk communications in the 21<sup>st</sup> century: lessons for the nonwovens industry**

- ◆ Why do people perceive the risks they do?
- ◆ How do we and how should we communicate risks better?
- ◆ What are some of the lessons for the nonwovens industry going forward?

**Ragnar Löfstedt, Professor and Director, King's Centre for Risk Management – King's College, London (United Kingdom)**

15.45-16.15



### The road to INDEX™17

- ◆ Why participate in INDEX™ 17?
- ◆ Making the best out of INDEX™ 17
- ◆ Exhibitors confirmed, visitor profiles, whom to meet

**Pieter Meijer**, Chairman of the INDEX™ Advisory Board, **EDANA**  
Director of Sales, **McAirlaid's Vliesstoffe** (Germany)

16.15-16.45

Coffee break and networking

16.45-17.15



### Global feminine hygiene market: similarities and differences across the Americas, Europe and China in 2015

- ◆ Market dynamics such as economics, demographics and market shifts projected over the next 15 years
- ◆ Habits related to product usage and shopping including the impact of technology development on the retail environment
- ◆ Opportunities for products, brands and retailers to win market share and customer loyalty into the future

**Janet O'Regan**, Director, Nonwovens Marketing, **Cotton Incorporated** (United States)

17.15-17.45

### The future of homecare and institutional care: the role of absorbent hygiene products

TBC

19.00 - 21.00

### EDANA Cocktail Party at the NH Collection Eurobuilding Hotel

The ideal opportunity for relaxed networking

Dress code: Business Casual



## THURSDAY 22<sup>nd</sup> SEPTEMBER, 2016

08.30-17.45 Registration at the NH Collection Eurobuilding Hotel  
Please wear your badge at all times for easier networking

08.30-09.00 Welcome coffee and networking

### MODERATOR

**Jonathan Bourget**, Managing Director, **APIS REX** (Switzerland/Germany)



### KEYNOTE SPEAKER

#### The fourth industrial revolution

09.00-10.00

- ◆ Industry 3.0 and Industry 4.0
- ◆ The fourth industrial revolution
- ◆ Digital convergence
- ◆ Spaceship earth!



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

10.00-10.30

#### Megatrends and healthcare: implications on consumers, body image, and nonwovens



- ◆ Megatrends driving the health care sector, including the emergence of the genomic revolution
- ◆ The shift in healthcare responsibilities among the individual, networks, public
- ◆ Megatrends driving body image and how we perceive healthy bodies in the future
- ◆ Communicating to the information overloaded consumers

**Jeffrey Scott Saunders**, Director, **Copenhagen Institute for Futures Studies** (Denmark)

10.30-11.00

#### Competing and complementary trends and their impact on spunmelt's future



- ◆ How to navigate in a business environment where differentiation and mass production are on the agenda
- ◆ Identifying the perfect mix between digitisation and individual know-how
- ◆ Consequences and solutions for technology suppliers

**Bernd Kunze**, Managing Director, **Reifenhäuser REICOFIL** (Germany)

11.00-11.30 Coffee break and networking

11.00-11.30



### Flushability break-out session

- ◆ Update to the EDANA/INDA package labelling guidelines for non-flushable wipes
- ◆ Results of the European label compliance checks
- ◆ Consumer-facing educational activities and messages
- ◆ Retailer engagement and support
- ◆ Water company and national water body relationships and development
- ◆ Overview of the media coverage on wipes and blockages
- ◆ Current status of the ISO flushability working group



**Abby Bailey**, Marketing and Communications Director, **EDANA** (Brussels)

*Please note your interest to attend in the registration form*

11.30-12.00



### Post-consumer absorbent hygiene products waste management – a case study for emerging markets

- ◆ EDANA's activities in the field of waste management
- ◆ What's the situation in key developing countries? Hot topics, key needs
- ◆ How could our industry become part of the solution?

**Ioannis Hatzopoulos**, Chair of Waste Working Group, **EDANA**  
Senior Manager, Sustainability Communications Global Baby Care, **Procter and Gamble** (Germany)

12.00-12.30



### Industry leadership towards better waste management in Brazil

- ◆ Connecting industry, waste pickers and government
- ◆ Pragmatic solutions to improve practices
- ◆ Achievements and remaining opportunities and challenges

**André Vilhena**, Executive Director, **CEMPRE** (Brazil)

12.30-14.00

Lunch and networking

### MODERATOR



**Ludwig Busam**, Hygiene Materials Development & Supply Director, **Procter & Gamble** (Germany)

### KEYNOTE SPEAKER

14.00-14.45



#### Business: is it in your genes?

- ◆ How industry can nurture and develop talent
- ◆ Moving beyond mediocrity
- ◆ Current and future perspectives in gene research

**Univ. Prof. Mag. Dr. Markus Hengstschläger**, The Institute of Medical Genetics, the Medical University of Vienna (Austria)

14.45-15.15



#### A cellulose-based society

- ◆ Learn more about global attitudes towards materials that we use in everyday life based on examples from Sweden, the USA, Germany, Brazil and China
- ◆ What are the present trends and driving forces towards a more sustainable future and which scenarios are likely with an eye toward 2030?
- ◆ Materials for buildings and cities, circular flows and business models

**Paul Krochak**, Senior Research Manager, **Inventia** (Sweden)

15.15-15.45



#### Disruptive changes in superabsorbent polymer development

- ◆ The advent of ultrathin and soft diapers nowadays sparks superabsorbent innovation - leading to new functional features
- ◆ New diaper designs require superabsorbent polymers that perfectly fit the diaper system, and new diaper designs are enabled by modern superabsorbent polymers
- ◆ The combination of high absorption capacity, wicking capability, and superior haptics turn out to be an important factor in modern diapers and feminine hygiene articles

**Thomas Daniel**, Vice President Global R&D, **BASF Global Hygiene Business** (Germany)

15.45-16.15

Coffee break and networking

16.15-16.45



#### Latest developments and perspectives of nonwoven processes for hygiene applications

- ◆ Hygiene market's evolving fabric needs for new developments
- ◆ What the nonwovens industry is doing to meet these needs – process mix and new attributes
- ◆ Improving the economics and efficiency of the nonwovens industry

**David Allan**, Editor, Nonwovens, **RISI** (United States)

16.45-17.15



### Outlook for hygiene products in Iran

- ◆ Market data, demographics and trends
- ◆ Consumer attitudes and demands for absorbent hygiene products
- ◆ Future opportunities and challenges

**Hatem Otoum**, Managing Partner, **Stragnum Offshore** (Lebanon)

17.15-17.45



### The booming hygiene market in the Indian subcontinent

- ◆ Current status of the market and future projections
- ◆ Features of local products across different categories
- ◆ How traditions and customs impact market development?
- ◆ Who's Who in the industry and how to facilitate investments?

**Michel Verstraeten**, Business Director Hygienics and Nonwovens IMEA, **Henkel** (Italy)

19.00 - 21.00

## The OUTLOOK™ 2016 Cocktail Party La Quinta de Jarama

18.15: Meet in the lobby  
18.30: Buses depart from the hotel  
21.00-21.30: Buses return to the hotel



Dress: Business Casual

## FRIDAY 23<sup>rd</sup> SEPTEMBER, 2016

09.00-13.30 Registration at the NH Collection Eurobuilding Hotel  
Please wear your badge at all times for easier networking

08.30-09.00 Welcome coffee and networking

**Moderator**



**Ian Anderson**, Marketing Director, **Nice-Pak International** (United Kingdom)

09.00-09.30



### Transforming a company, from structure to capabilities and people: a continuous drive for growth and innovation

- ◆ Some views on change drivers and transformation
- ◆ Changing with the industry
- ◆ Changing the industry
- ◆ The transformation

**Nina Kopola**, CEO, **Suominen Corporation** (Finland)

09.30-10.00



### Can we wipe out risks during development?

- ◆ Find out how to assess risks that actually speed up your launch timeline (and not slow you down)
- ◆ Which project management tools are really going to be useful for assessing risks?
- ◆ How do consumers perceive risk in their purchasing habits?

**Heidi Beatty**, Senior Consultant, **Crown Abbey**, (United States)

10.00-10.30



### Disruptive innovation in the global wipes market

- ◆ Overview of global growth trends in wipes
- ◆ Evolving technologies in wipes
- ◆ R&D and its role in customising products for customers
- ◆ Requirements to win in the marketplace

**Christopher W. Astley**, President - Advanced Airlaid Materials Business Unit, **Glatfelter** (United States)

10.30-11.00

Coffee break and networking

11.00-11.30



### Understanding the challenges for personal care ingredients

- ◆ New methods for safety assessment
- ◆ Regulatory provisions and self-regulation
- ◆ Key ingredients under the spotlight

**Karolina Brzuska**, Issue Manager Scientific and Regulatory Affairs, **Cosmetics Europe** (Belgium)

11.30-12.00



### New adhesives contribute to better product fit

- ◆ Fit is essential to consumer acceptance in every segment of the hygiene disposable market
- ◆ Adhesives have an important role in building a hygiene product with the right fit (elastic strands fixation, stretch element construction, attachment etc)
- ◆ See how game changing technologies have recently impacted value of adhesives

**Courtney Korselt**, Global Communications and Insight Manager, Global Nonwovens Business Unit, **Bostik** (United States)

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

12.00-12.30



### A new generation of soft and 3D nonwoven frontal tapes for baby diapers

- ◆ Baby diaper producers focus on improved softness, body-fit performance and trendy look
- ◆ The evolution of diaper closures from adhesive tape to nonwovens loop/frontal tape follows this trend
- ◆ The new generation of 3D nonwovens loop is designed to be a step ahead in outlining the future needs

**Giacomo Chiti**, R&D Manager, **Texsus** (Italy)

12.30-13.00



### State of the art of odour measurements with a special focus on the nonwovens industry

- ◆ Introduction to odour measurements
- ◆ Molecular vs. human sensory approaches
- ◆ Case study

**Nathalie Nibbe**, Senior Consultant, **Olfasense** (Germany)

13.00-13.30

Goodbye drink and networking

#### EDANA would like to thank:

Mikael Staal Axelsen (Fibertex Personal Care), Brian D. Haynes (Kimberly-Clark), Krzysztof D. Malowaniec (Paul Hartmann), Dany Michiels (TWE) and Marianna Pierobon (BASF) for their help in setting up this programme.

This programme may be subject to last-minute changes and cancellations.  
All presentations and moderated sessions will be held in English.

21<sup>st</sup> > 23<sup>rd</sup> SEPTEMBER, 2016

NH COLLECTION EUROBUILDING | MADRID (SPAIN)

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First Name..... Last Name.....

Company .....

Job Title..... Email \* .....

VAT / Tax Identification Number .....

Address .....

Post Code ..... City..... Country .....

Direct Phone ..... Mobile.....

\* Please note that EDANA will share the email addresses of delegates in the Participation List for this event with other delegates who have agreed to share their email address  **Yes, I consent to share my email**  **No, I do not consent to share my email**

### FEES - Conference *(including 21% recoverable VAT for Spain)*

**Member 1650 EUR**  **Non-Member 1950 EUR**

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

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

21<sup>st</sup> September and / or  22<sup>nd</sup> September

**Flushability break-out session** I will participate  I won't participate

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

**Bank Transfer** Payment has been made 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  VISA  MASTERCARD

Card Number \_\_\_\_\_ Expiry date \_\_\_\_\_ CVV Code \_\_\_\_\_

Card holder's name \_\_\_\_\_

**Cancellations:** no reimbursement for cancellations after 9<sup>th</sup> September, 2016.

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**HOTEL BOOKING FORM**  
**NH Collection Eurobuilding**

Padre Damián 23,28036 Madrid, Spain  
[www.nh-hotels.fr/NH-Eurobuilding](http://www.nh-hotels.fr/NH-Eurobuilding)

Return this form by email to Ms Maite Arévalo: [mt.arevalo@nh-hotels.com](mailto:mt.arevalo@nh-hotels.com)

We strongly advise you to book your hotel room by 19<sup>th</sup> August 2016 at the latest.  
After this date, the hotel will confirm the reservation on request and under availability.  
Any request will need to be confirmed by the hotel with a reservation number to validate the petition.

Mr  Ms

*Please complete clearly in block capitals*

First Name ..... Last Name .....

Company .....

Email.....

Direct Phone ..... Direct Fax .....

Country.....



Superior room double/twin\* for one person  €175

Superior room double/twin\* for two people  €190

\* Please specify if you wish to have a double bed or a twin bed.

The hotel will try its best to answer your wished according to availability:

I wish to have a twin bed  I wish to have a double bed

The above prices are quoted per night and include service charges, breakfast, free access to the fitness centre and swimming pools, and complementary wireless Internet in all guestrooms and hotel common areas. 10% VAT not included.

Date of arrival   > 09 > 2016

Date of Departure   > 09 > 2016

**Cancellation policy**

- The reservation **can only be confirmed with a credit card number and expiry date**. All cancellations should be cancelled in writing. Cancellations made from 72 and 24 hrs before the arrival date the hotel will charge the first night booked.
- In case the reservation is cancelled later, the hotel has the right to charge the total cost for the first night (including taxes).
- This reservation is guaranteed for late arrival and No Show with a credit card number.
- No shows: Bedrooms not occupied during the nights contracted will be fully invoiced, that is to say, 100% of the room cost per all the nights contracted. Bedrooms cancelled as well as no shows will be at the hotel disposal.
- The room is available from 15:00 on the day of arrival and till 12:00 on the day of departure.
- Please note that some rates are subject to special conditions, which will be clearly stated on the website.

**Payment and Accommodation Policy**

In order to guarantee your room, please provide your credit card number and expiry date. Check-in time is after 2pm, check-out is before 12 noon.

VISA  AMERICAN EXPRESS  MASTER/EUROCARD  DINERS

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