

# Programme

## 18 October

10.15 Keynote: Claus Raasted

### Annual Global AHP's Market Overview

11.00 Per Brandberg, Euromonitor

11.30 State of the AHP's Market in Africa, China, Europe, India, Middle-East and North America

12.30 Lunch

### Sustainable products: meeting new compliance goals

13.30 Marta T. Enguídanos,  
EU Commission

14.00 Henrik Edin, ChemSec

14.30 Taryn Kirsch, Procter & Gamble  
Anders Thelin, Essity

15.00 Vicky Marissen, EPPA

15.30 Free time for networking

19.00 Evening Cocktail at the Tivoli  
Marina Vilamoura Algarve  
Resort

## 19 October

### Technological Innovations

10.15 Keynote: Matt O'Neill

11.00 Dr. Hani Sherry, Tihive

11.30 Michelle Salg, Uster Technologies

12.00 Jouni Lehtonen, SharpCell  
Dr. Jussi Graeffe, Valmet

12.30 Lunch

### The New Generation & Start-Up's

13.30 Keynote: Frederik Fahning

14.15 - 15.00  
Dr.-Ing Christian Möbitz, ITA  
Thomas Schmitz, Stowitech

15.00 - 15.45  
Dr Matthew Tipper, NIRI  
Valentina Milanova, Daye

15.45 Free time for networking

18.45 Evening Cocktail at "The "Club"

## 20 October

09.00 Diversity, Equity & Inclusion

10.15 Consumer Expectations

11.25 Closing words

11.30 Goodbye drink

Many thanks to our sponsors:

10.15 - 11.00



**Keynote speaker:**  
**Claus Raasted, Director**  
**The College of Extraordinary Experiences (Denmark)**

**From red ocean thinking to blue sky innovation:  
5 mindsets that the nonwoven world should embrace as the  
world moves forward**

During his talk, you'll get insight into the following five key points:

- How Innovation begins with saying YES?
- Why is it necessary to adopt the duality mindset of Flexible Focus?
- What is Innovation Readiness and how do you create it?
- Who has the ball on innovation and what does it mean for our organisations?
- And finally, why is it so critical that we look at not just ourselves, but our ecosystems?

Schedule

## Session 1 - Annual Global AHP's Market Overview

11.00 - 11.30



**Per Brandberg, Consultant**  
**Euromonitor International (UK)**

**Global Retail hygiene – how consumer demands are  
impacting the market**

- State of the industry
- Key trends in terms of innovation
- Aligning consumer demands with what is offered on the markets

11.30 - 12.30

## State of the AHP's Market in Africa, China, Europe, India, Middle-East and North America



Raymond Chimhandamba, Director - Handas Consulting (South Africa)



Baoping (Lucy) Cao, Deputy Secretary General - CNHPIA (China)



Per Brandberg, Consultant - Euromonitor International (UK)



Kanav Gupta, Associate Director - BCH (India)



Mahdy Katbe, President & CEO - Unicharm Gulf Hygienic Industries (Saudi Arabia)



Tony Fragnito, President - INDA (USA)

**Session 2 - Sustainable products: meeting new compliance goals****13.00 - 13.30**

**Marta Thinner Enguídanos,  
Legal and Policy Officer - European Commission  
DG Justice and Consumers (Belgium)**

**The new EU general product safety framework:  
what's in store for AHP's?**

- The new General Product Safety Regulation will replace and modernise the General Product Safety Directive from December 2024. What are the main novelties brought by this Regulation?
- Beyond legislation: what are some other European Commission initiatives to ensure the safety of consumer products (including AHP's)?

Schedule

**14.00 - 14.30**

**Henrik Edin, Policy Advisor  
ChemSec (Sweden)**

**Pushing the boundaries of legislation, and making a  
business case for sustainability**

- How companies can work for more progressive legislation
- How to get ahead with ChemSec tools
- An NGO's view on the current policy situation

## Session 2 - Sustainable products: meeting new compliance goals

14.30 - 15.00



**Dr. Taryn Kirsch, Senior Toxicologist & Group Head  
Procter & Gamble (Germany)**



**Dr. Anders Thelin, Senior Product Safety Specialist  
Essity Hygiene and Health (Sweden)**

**How EDANA industry members ensure safety and regulatory compliance for AHP**

- Extensive product qualification and safety assessment procedures across the value chain and throughout the product life cycle
  - Material selection and characterization
  - Exposure based risk assessment
  - Post-market surveillance
- Going beyond regulations - Industry standards (EDANA Stewardship Program, Tampons Code of Practice, etc.)
- What does the future regulations hold for the hygiene industry (REACH restrictions on CMRs, etc.)

15.00 - 15.30



**Vicky Marissen, Partner  
EPPA (Belgium)**

**The European Parliamentary elections: pushing the pause button on the Green Deal or switching into higher gear?**

- What can we usefully already say about the composition of the new EP (winners-losers)?
- What happens with unfinished business? E.g REACH
- What will define the EP election agenda and the EU Commission agendas?
- How will the relation between EP-Commission-Member states evolve and how will this impact the policy agenda?
- Can we expect a shift genuinely favouring innovation and industry in Europe?

## Session 3 - Technological Innovations

10.15 - 11.00



**Keynote speaker:**  
**Matt O'Neill, Futurist / Trend Forecaster**  
**Futurist.Matt (UK)**

### **Forget the Killer Robots – AI is your Friend!** **You can't be future proof, but you can be future ready!**

- A history flash: AI isn't the new kid; it's been evolving for years!
- Buddy up with AI: Let tech do the grunt work. Amplify your human edge!
- Beyond gymnast robots: unveiling how next-gen AI could reshape nonwoven manufacturing
- Tech in action: dive into tools available NOW. Witness their transformative power live!
- Master the mindsets: equip yourself for this whirlwind tech era
- Gear up for 2030: unpack the skills and avenues that await!

Exclusive to this keynote: grab a tailored ChatGPT-4 cheat sheet just for the nonwoven mavericks! Plus, a treasure trove of insights.

Step out invigorated, brimming with actionable know-how, and ready to infuse AI magic into your nonwoven realm!

11.00 - 11.30



**Dr. Hani Sherry, CEO**  
**TiHive (France)**

### **Seeing inside a million diapers a week**

- See-through, safe inline vision technology for SAP distribution and weight monitoring and analysis
- AI for qualification and control of production in real-time
- Cloud platforms for multi-KPI analysis
- Full traceability of products

## Session 3 - Technological Innovations

11.30 - 12.00



**Michelle Salg, Product Manager Fabric Inspection  
Uster Technologies (Switzerland)**

**Empowering quality inspection through artificial intelligence  
and process automation**

- From analog to autonomy: the 5 steps of quality control automation journey
- Empowering efficiency: exploring the impact of AI and process automation in quality inspection for a hygiene nonwovens producer
- Tech meets human: the strong link in successful automation implementation

12.00 - 12.30



**Jouni Lehtonen, Director Marketing and  
Development - SharpCell (Finland)**

**Dr. Jussi Graeffe, Senior Research Scientist  
Valmet Automation (Finland)**



**Online measurements improve web quality  
and production efficiency**

- Online gauges for nonwovens are introduced: nuclear-free weight, moisture, thickness, formation, porosity and surface structure
- Case study presenting long-term results of energy and raw material savings gained at an air-laid mill
- Industrial internet solutions for process optimization and proactive maintenance are presented

13.30 - 14.15



**Keynote speaker:**  
**Frederik Fahning, Co-founder & Managing Director -  
Zenjob (Germany)**

### **How Gen Z is changing our future of work**

The three pillars of Gen Z:

- Flexibility: two-sided flexibility ensuring work-life balance
- Technology: matching algorithms and apps together with proper regulation will define your work
- People and culture: purpose beats shortage



## Session 4: The New Generation & Start-Up's

**Two innovation centers will present an overview of next generation/emerging R&D requests.**

**Both will hand-over to a start-up they work(ed) with.**

14.15 - 15.00



**Dr.-Ing Christian Möbitz, Head of Nonwovens  
Institut für Textiltechnik der RWTH Aachen  
University (Germany)**

### **Embracing new materials and methods for sustainable hygiene products**

- Potential of new materials for hygiene application
- Evaluating market viability of biopolymers
- Incorporating recyclability as a core principle in product design (design 4 Recycling)
- Less is more - sustainability by substitution



**Thomas Schmitz, CEO & Co-Founder  
Stowitech (Germany)**

### **Idea + Partnership = Customer experience - Shaping the future of bonding technology**

- Introduction to the startup and our partnership program
- Exploring innovative bonding technology
- Example application - glue free absorbent core and fecal separation
- Enhancing value by innovative approaches

## Session 4: The New Generation &amp; Start-Up's

15.00 - 15.45

**Dr Matthew Tipper, CEO - NIRI (UK)****AHP innovation for the next generation**

- Needs, trends and themes identified by start-ups
- New materials and ways to make them
- Transition from hygiene to healthtech

**Valentina Milanova, Founder - Daye (UK)****How tampons can bridge the gender gap in healthcare**

- From menstrual pain relief to at-home vaginal health screening
- Learn how one company is reinventing the ubiquitous menstrual product to serve new and larger aims in gynaecological care.

**Session 5 – Diversity, Equity & Inclusion**

09.00 - 10.15

The importance of diversity, equity, and inclusion (DEI) in the workplace is crucial, but it is an element that has historically been overlooked.

In recent years, it has gained traction, and this session will look at examples of how players in the nonwovens industry are addressing DEI to ensure both diversity within their own workplace, as well as within their respective supply chains.

The session will welcome the following panelists :



**Estel Colobran,**  
VP Strategic  
Accounts, Product  
Development &  
Innovation  
Berry Global



**Alena Patrovská**  
Chief People Officer  
PFNonwovens



**Gunseli Cakici,**  
Purchases Director  
Procter & Gamble

**Session 6 - Consumer Expectations**

10.15 - 11.25

Consumers today care about transparency and sustainability. They want to know the ingredients used to create a product, as well as waste and recycling options, with these criteria often determining their purchases.

We will start with a presentation of the Consumer Survey on Absorbent Hygiene Products by IFOP (the French Institute of Public Opinion).

This session will be split into three sections examining consumer perceptions around baby diapers, sanitary, and adult incontinence products. Each section will be introduced by a short vox pop video, where we will hear directly from the consumers themselves, followed by a panel discussion moderated by Karen McIntyre, Editor - Nonwovens Industry.