

# MIDDLE EAST & NORTH AFRICA

*NONWOVENS*



**SYMPOSIUM & EXHIBITION**

**6 – 7 February 2018**

**PARK HYATT HOTEL | DUBAI | UAE**



**edana**<sup>TM</sup>  
THE VOICE OF NONWOVENS

**#MENA2018**  
**#EdanaNonwovens**



**www.edana.org**

## Tuesday, 6<sup>th</sup> February 2018

10.30 ♦ 19.00

### Registration at the Park Hyatt Hotel

Please wear your badge at all times for easier networking

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10.30 ♦ 11.20

 WELCOME COFFEE - OPENING OF THE EXHIBITION

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11.20 ♦ 11.25

### Opening & Welcome



#### **Pierre Wiertz**

General Manager – **EDANA** (Belgium)



#### **Martin Rapp**

Senior Vice-President & Composite Fibers Business Unit President –  
**GLATFELTER Gernsbach** (Germany)

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MODERATOR

#### **Mahdy Katbe**

Chief Executive Officer – **Unicharm Gulf Hygienic Industries** (Saudi Arabia)

11.25 ♦ 12.10

### The changing economic landscape in the MENA region: Implications and lessons for doing business by 2030

- ♦ Round-up of the recent economic changes and the macro outlook
- ♦ What are the themes for the next economic cycle?
- ♦ The implications for doing business



KEYNOTE SPEAKER

#### **Anthony Hobeika**

Chief Executive Officer – **Mena Research Partners** (United Arab Emirates)



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12.10 ♦ 12.35

### Dubai Municipality initiatives for sustainable waste management in Dubai

- ♦ Risks facing waste management in Dubai
- ♦ WM regulations
- ♦ WM targets and strategic Key Performance Indicators (KPIs)
- ♦ The new waste disposal fees
- ♦ Projects and initiatives toward sustainable waste management in Dubai



KEYNOTE SPEAKER

#### Naji Alradhi

Waste Management & Treatment Expert – **Dubai Municipality** /  
Waste Management Department (United Arab Emirates)

12.35 ♦ 13.00

### Challenges in managing human capital in the nonwoven sector in the Gulf, Middle East and Africa

- ♦ Attracting, developing and retaining talent
- ♦ Engaging employees for stability, efficiency and profitability
- ♦ Coping with continuous changing local rules and regulations
- ♦ Building a business model based on human capital
- ♦ Nonwoven future challenges (skills, markets, equipment) and the role of the human resources management in meeting them



#### Emile Boustany

President – **SAAF** (Subsidiary of Takween Advanced Industries) (Saudi Arabia)

13.00 ♦ 14.30

 LUNCH & EXHIBITION

14.30 ♦ 17.00

### Session: Hygiene & Wipes



MODERATOR

#### Hatem Otoum

Managing Partner – **Stragnum Offshore** (Lebanon)

All presentations & moderated sessions will be held in English.  
No simultaneous translation provided.

14.30 ♦ 14.55

### The 21<sup>st</sup> century factory – managing the team and machine dynamic

- ◆ Industry 4.0 tools and processes to pursue improvements and drive cost savings
- ◆ Targeted real-time data from production lines to help provide transparent reports for management
- ◆ Scrap reduction as a contribution to bottom line



**Kevin Snook**

Manufacturing Specialist, CEO – **Saxagon and LUCIDI4** (United Kingdom)

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14.55 ♦ 15.20

### Trends, challenges and future opportunities in retail disposable absorbent hygiene in the Middle East

- ◆ Per capita spending on disposable absorbent hygiene still behind developed regions in most markets of the MEA region
- ◆ Estimated unmet potential of at least US\$ 6 billion in retail sales alone
- ◆ Latest research, and trends in retail sales of disposable absorbent hygiene products in select key MEA markets
- ◆ Main drivers and risks of future industry growth and strategies in the MEA region



**Ahmed Bakr**

Senior Research Analyst – **Euromonitor** (United Arab Emirates)

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15.20 ♦ 15.45

### Localization of the hygiene industry in sub-Saharan Africa: future megatrend or lonely beacon?

- ◆ Economical/political indicators and learnings from localization
- ◆ Hygiene markets in Africa in three focus countries, local and international players
- ◆ Consequences for the nonwoven industry and future outlook



**Silke Brand-Kirsch**

Executive Partner – **Schlegel und Partners** (Germany)

15.45 ♦ 16.15  COFFEE, TEA BREAK & EXHIBITION

16.15 ♦ 16.40 **The making of sophisticated nonwovens for diapers**

- ◆ Trends in demand for high-end baby diapers
- ◆ Solutions for thermo/chemical bonding and combining both
- ◆ Production of fluffy and super-soft carded topsheets
- ◆ Production of ADL (Acquisition and Distribution Layer)
- ◆ New solution for speeding up the production of light-weight nonwovens



**Oliver Döring**

Area Sales Manager – **Trützschler Nonwovens** (Germany)

16.40 ♦ 17.05 **Wetlace™ technology for the production of wipes**

- ◆ Wetlaid and wipes market information
- ◆ Wetlace essentials
- ◆ Line layouts and product ranges
- ◆ Key components



**Wolfgang Schumacher**

Head of Sales Wetlaid – **ANDRITZ Nonwoven** (Germany)

17.05 ♦ 17.45  COFFEE, TEA BREAK & EXHIBITION

## **Session: Nonwovens in Health**



MODERATOR

**Mahdy Katbe**

Chief Executive Officer – **Unicharm Gulf Hygienic Industries** (Saudi Arabia)

17.45 ♦ 18.10

### Energy free HVAC

- ◆ 'HVAC versus process air systems' – an on-going battle within hygiene industry costing tens of millions in wasted energy
- ◆ Energy free air-cooling and ending the battle within your factory
- ◆ Clean safe air for all factory workers with no SAP dust



#### **Martin Scaife**

Chairman & CTO – **Diaper Recycling Technology** (Singapore)



#### **Ramon Escano**

Global Sales Coordinator – HQ/Latin America & Sales Account Director  
**Diaper Recycling Technology** (Singapore)

18.10 ♦ 18.35

### Back to basics: Infection prevention versus infection control

- ◆ Global healthcare situation
- ◆ Back to basics is essential
- ◆ Microbes and viruses are spreading faster than ever before!
- ◆ Focus on infection prevention rather than infection control
- ◆ The essential role of right use of single use medical nonwovens
- ◆ Patient and staff safety first



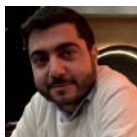
#### **Tim Galekop**

Director/Owner – **Tigamed** (Belgium)

18.35 ♦ 19.00

### Total Indoor Air Quality (IAQ) solutions

- ◆ IAQ and its importance and relevance in MENA
  - IAQ Definition
  - IAQ Elements
- ◆ Filtration solutions
  - Advantages of nonwoven filters & applications



#### Taleih Z. AlHalaby

Marketing Manager – **Daikin Middle East & Africa** (United Arab Emirates)



#### Prasad Natraj

General Manager – **AAF International Air Filtration Systems**  
(United Arab Emirates)

19.00 ♦ 21.30

### EDANA Cocktail Party at the Park Hyatt Hotel

The ideal opportunity for relaxed networking  
Dress: business casual



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## Wednesday, 7<sup>th</sup> February 2018

08.30 ♦ 17.00

### Registration at the Park Hyatt Hotel

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08.30 ♦ 09.30

 WELCOME COFFEE, TEA & EXHIBITION OPEN

09.30 ♦ 10.15

### China's Belt and Road Initiative and the GCC countries

- ◆ The BRI represents a growing Chinese confidence in its international political power
- ◆ The Gulf is a significant region in the BRI's success, connecting multiple BRI regions and economic corridors
- ◆ This will increase China's already substantial presence in the region, making it an important actor economically, diplomatically, and increasingly, in security issues as well
- ◆ The BRI presents both opportunities and risks for the GCC states



KEYNOTE SPEAKER

#### Jonathan Fulton

Assistant Professor – **Zayed University – College of Humanity and Social Sciences** (United Arab Emirates)

### Session: Trends in raw material

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MODERATOR

#### Bechara-Michael Dib

President – **Comertec International/METissue Magazine** (Lebanon)



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10.15 ♦ 10.40

### Challenges in using natural fibres, bio-based materials and recycled carbon fibres – and how to meet them

- ◆ Need for natural fibres, bio-based materials and recycled carbon fibres
- ◆ Specific challenges of the materials, especially in web based composites
- ◆ Research approaches to solving the problems



#### **Frederik Cloppenburg**

Head of Research Group Nonwoven Technology –  
**Institut für Textiltechnik der RWTH Aachen University** (Germany)

10.40 ♦ 11.05

### Sustainable binder solutions – meeting the nonwoven industry needs

- ◆ Chemical Bonding
  - Explaining chemical bonding and binder application technologies
  - Polymer dispersions: manufacturing process and selection of raw materials
- ◆ Nonwoven industry trends & solutions
  - Low VOC, formaldehyde-freeness
  - Cost-and resource efficiency
  - Renewables
- ◆ Positive influence of binders in selected applications
  - Construction
  - Hygiene



#### **Marcus Seibert**

Senior Technical Manager – Marketing Fibre Bonding EMEA – **BASF** (Germany)

11.05 ♦ 11.50

 COFFEE, TEA BREAK & EXHIBITION

11.50 ♦ 12.15

### Getting the most of raw materials and adhesives

- ◆ Adhesives only represent about 3-5% of the raw materials by weight in a disposable hygiene product but the impact is huge
- ◆ Qualifying new adhesive materials or changing adhesive grades can be time and resource intensive due to the unique needs of substrates, production lines and product designs
- ◆ Get information and insights you need when it comes to choosing the right adhesive for your product, operations and long-term goals



#### **Seif Shaarawy**

Managing Director MENAT – **Bostik** (Egypt)

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12.15 ♦ 12.40

### Nonwoven solutions for improved lifestyle

- ◆ Polyethylene meltblown delivering the next level of softness in SMS structures
- ◆ Low formaldehyde acrylic binder portfolio for sustainable nonwoven solutions
- ◆ Lofty nonwoven platform addressing the need for visual softness



#### **Barbara Bonavoglia**

Application Technology Leader (ATL) – **Dow Europe** (Switzerland)

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12.40 ♦ 14.00

 LUNCH & EXHIBITION

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### **Session: Middle East Geotextiles**

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MODERATOR

#### **Daniele Cazzuffi**

IGS Past President – **CESI** (Italy)

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14.00 ♦ 14.10

### Introduction to the Geotextiles Session

14.10 ♦ 14.50

### Geotextiles in the Geosynthetics world: reinforcement, filtration and mechanical protection functions and applications

- ◆ Product and function types
- ◆ Influence of polymer type
- ◆ Geotextile applications
  - Reinforcement function
  - Filtration function
  - Mechanical protection function



**Daniele Cazzuffi**

IGS Past President – **CESI** (Italy)

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14.50 ♦ 15.15

### The use of geosystems in coastline protection: a case-history in Algeria

- ◆ Geosystems, what are they?
- ◆ Different types of systems
- ◆ Case study, breakwater in Algeria



**Edwin Zengerink**

Technical Manager/Civil Engineer – **Tencate** (The Netherlands)

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15.15 ♦ 15.40

### Ground stabilization with geogrids and geotextiles: the Rabab Harweel integrated project case study

- ◆ Preamble to project
- ◆ Geotechnical issues associated with weak soils
- ◆ Use of geosynthetics to solve issues with weak soils
- ◆ Final solution in Rabab Harweel project



**Puthiya Veetil Jayakrishnan**

Technical Manager – **Maccaferri Middle East** (United Arab Emirates)

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15.40 ♦ 16.10

 COFFEE, TEA BREAK & EXHIBITION

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16.10 ♦ 16.35

### Nonwovens Controlled Permeability Formwork liners for durable concrete



- ◆ How CPF liners improve durability of concrete structures
- ◆ Practical experiences from the Sheikh Jabar Al-Ahmad causeway in Kuwait
- ◆ Cost-benefit of CPF liners

#### **Mikael Møller**

Business Manager, Geotextiles – **Fibertex Nonwovens** (Denmark)

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16.35 ♦ 17.00

### Use of nonwoven geotextile for the protection of geomembrane in basement construction and roofing: different construction projects in UAE



- ◆ Nonwoven geotextile is one of the best and most used solutions for the protection of the geomembrane in basement construction and roofing works
- ◆ Geomembranes fundamental barrier material in waterproofing projects have to be protected from puncture damages both during installation and the service life
- ◆ Geodren® nonwoven geotextile has been largely used as solution in waterproofing projects in UAE for its easy installation, cost-effectiveness, high performance and sustainability

#### **Arcangelo Mariano**

Sales Manager – **Edilfloor** (Italy)

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17.00 ♦ 17.10

### Conclusions of the Geotextiles Session

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17.10 ♦ 18.00

GOODBYE & EXHIBITION

EDANA WOULD LIKE TO THANK: Essam Alghalayini (Unicharm Gulf Hygienic Industries), Daniele Cazzuffi (CESI), Bechara-Michael Dib (Comertec International/ METissue Magazine), Mahdy Katbe (Unicharm Gulf Hygienic Industries), Hatem Otoum (Stragnum Offshore), for their help in setting up this programme.

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