

OUTLOOK™ 2024 record attendance

30 September 2024

OUTLOOK™ 2024 took place on 24-26 September 2024 in Rome, gathering a record of 549 delegates from 212 companies and 37 countries across the nonwovens personal care, hygiene & wipes products value chain.

"OUTLOOK™ 2024 has truly exceeded all expectations. I am incredibly proud of the success of this event — from the high-quality presentations to the buzzing energy in the exhibition hall. It's events like this that remind us why we do what we do, serving our members and foster innovation within our community. The overwhelming positive feedback I've received is an acknowledgment of the hard work of our team and the vibrant engagement of everyone involved." Murat Dogru, General Manager of EDANA

OUTLOOK™ 2024 Conference

The conference, structured across five key sessions, featured 26 distinguished speakers covering a diverse array of critical topics impacting not only the nonwovens industry but society at large. These topics included cutting-edge innovations and eco-design, evolving market dynamics, navigating new EU regulations, the future of absorbent hygiene products, sustainability, retail strategies, and the challenges posed by China's influence on European commerce.

The event's first day opened with a compelling presentation by Joachim De Vos, Managing Partner and Founder of Living Tomorrow & TomorrowLab. As an expert in strategic innovation and scenario planning, he shared valuable insights on guiding organizations towards future-readiness. He highlighted the emerging success factors, emphasizing how Generative AI can be leveraged to develop scenarios for the nonwovens industry, serving as a powerful roadmap for future innovation.

On the second day, James Kynge, the Europe-China correspondent for the Financial Times, delivered a keynote address, "The China Challenge", emphasizing China's rapid rise as a global tech superpower, noting that the country produced more than half of the world's robots last year. He explored the far-reaching impact of this growth on European commerce, highlighting the challenges and outlined strategies for European companies.

The final day of OUTLOOK™ Jack Stratten, Director of Insider Trends, highlighted in his presentation, "The polarization of choice: How retailers and brands are responding to market and product saturation," in an unprecedented market saturation that leaves 64% of

