

Programme

Tuesday, 24 September

- 09.20 Opening of the conference
- 09.30 Keynote presentation
- 10.30 Networking break in the tabletop exhibition
- 11.15 Session 1 - Absorbent Hygiene and Wipes Driving Forces
- 13.00 Networking lunch
- 14.30 Session 2 - Innovation & Ecodesign in Absorbent Hygiene Products
- 16.00 Free time for networking
- 19.00 Evening Cocktail at the Rome Cavalieri

Wednesday, 25 September

- 09.30 Keynote presentation
- 10.30 Networking break in the tabletop exhibition
- 11.00 Session 3 - Navigating the EU's Legal Framework: Strategic Approaches for the Hygiene Industry
- 13.00 Networking lunch
- 14.30 Session 4 - Are washable absorbent underwear and adult incontinence the Future of AHP's?
- 16.00 Free time for networking
- 19.00 Evening Cocktail at the Villa Miani

Thursday, 26 September

- 09.00 Keynote presentation
- 10.00 Networking break in the tabletop exhibition
- 10.30 Session 5 - Wet wipes: how to reconcile consumer needs with sustainability and legislative pressures?
- 12.30 Farewell drink

Tuesday 24 September 2024

08.30 - 18.00
REGISTRATION DESK OPEN

08.30 - 09.20
WELCOME COFFEE & VISIT OF THE TABLETOP EXHIBITION

09.20 - 09.30



OPENING WORDS
Murat Dogru, General Manager of EDANA

09.30 - 10.30



Keynote speaker:
**Joachim De Vos, Co-chair & Managing Partner of
Living Tomorrow – TomorrowLab**

Why Innovation Fails & 7 Keys to Success – A look into the future

- Why innovate ? What is innovation?
- Why does it fail so often and what to learn from this?
- 7 Keys to success and insights for the future of the nonwovens industry

10.30 - 11.15
NETWORKING BREAK & VISIT OF THE TABLETOP EXHIBITION

11.15 - 13.00

Session 1 - Absorbent Hygiene and Wipes Driving Forces



Moderator:
Jacques Prigneaux, Market Analysis & Economic Affairs Director
EDANA



**Professor Sarah Harper, Professor of Gerontology
University of Oxford**

Population Trends – are they changing?

- Are we in a Baby Bust?
- How long will future generations live?
- Will future old age be healthy or unhealthy



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

13.00 - 14.30
NETWORKING LUNCH

Session 2 - Innovation & Ecodesign in Absorbent Hygiene Products

14.30 - 16.30



Moderator:
Marta Roche Díez, Sustainability and Technical Affairs Manager
EDANA

In this session, stakeholders will present their experiences and perspectives on working with new materials and using them in absorbent hygiene products to improve the sustainability profile of the end products. Presenters will be represent the entire value chain (from raw material producer to converter) to provide a holistic overview of the topic, after which speakers will debate the merits of using new materials in an interactive panel discussion.

Topics of discussion:

- How can we ensure the quality of AHPs is not compromised?
- How can these materials impact (and improve) the sustainability profile of the end products?
- What claims should be made on such products?
- Availability of the materials
- Next steps and developments

Confirmed speaker:



Dr rer. nat. Asta Partanen, Senior Expert - nova-Institute

Cellulosic fibres and biosynthetics - the status quo of renewable fibre sources in the context of the recent wave of regulatory developments

- How (re)turn to more sustainable solutions?
- The latest wave of regulatory developments includes Ecodesign and the Green Claims Directive, what does this mean for the industry?
- How to meet the increasing demand for hygiene products , and at the same time offer the industry sustainable solutions?

16.30 - 18.30
FREE TIME TO NETWORK & VISIT THE TABLETOP EXHIBITION

19.00 - 21.30
NETWORKING EVENING COCKTAIL AT THE ROME CAVALIERI

Wednesday 25 September 2024

09.00 - 18.00

REGISTRATION DESK OPEN

09.00 - 09.30

WELCOME COFFEE & VISIT OF THE TABLETOP EXHIBITION

09.30 - 10.30



Keynote speaker:
James Kyngge, Europe-China Correspondent -
Financial Times

10.30 - 11.00

NETWORKING BREAK & VISIT OF THE TABLETOP EXHIBITION

Session 3 - Navigating the EU's Legal Framework: Strategic Approaches for the Hygiene Industry

11.00 - 13.00

This high-level session will focus on key regulatory and industry-specific concerns related to product safety and environmental sustainability, such as:

- Clarify new expectations and discuss strategies for compliance with the new General Product Safety Regulation (GPSR)
- Examine impacts of new regulations on recycled content and trace chemicals
- Discuss the expected impacts of the sustainability reporting requirements (CSRD, CS3D) on various supply chain segments

Speakers will discuss how the supply chain is addressing current challenges and opportunities, how collaboration within the industry can improve operational efficiency, adapt more effectively to regulatory changes, and enhance overall market performance.

Confirmed speakers:



Gustaf Tobieson
Application Marketing Manager
Borealis



Alexander Heusch
Regulatory Affairs Manager
EDANA



Thomas Broch
Sustainability & Regulatory
Affairs Director
Fibertex Personal Care



Özlem Arız
Senior Regulatory Affairs
Product Manager
Kimberly Clark



Bart Waterschoot
Group Sustainability & Product
Stewardship Director
ONTEX

13.00 - 14.30

NETWORKING LUNCH

Session 4 - Are washable absorbent underwear and adult incontinence the Future of absorbent hygiene products?**14.30 - 16.00****Moderator:**
Murat Dogru, General Manager
EDANA

Insightful and forward-looking session that delves into the rapidly growing market of washable absorbent underwear and adult inco products. As societal demographics shift and sustainability becomes an increasingly crucial factor, these products are poised for significant market expansion.

This session will provide a comprehensive overview of the current market landscape, emerging trends, and innovative product developments driving growth in these categories. Experts will share their insights on market dynamics, consumer behaviour and technological advancements.

16.30 - 18.00**FREE TIME TO NETWORK & VISIT THE TABLETOP EXHIBITION****19.00 - 21.00****EDANA COCKTAIL DINNER AT THE VILLA MIANI****Many thanks our Sponsor:****Investkonsult Sweden AB**
Consultants to the
nonwoven and absorbent
hygiene industries

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

The opinions expressed in the papers presented are those of the authors, and not necessarily those of EDANA. EDANA assumes no responsibility for these opinions or for accuracy of the information contained.

Thursday 26 September 2024

09.00 - 13.00
REGISTRATION DESK OPEN

08.30 - 09.00
WELCOME COFFEE & VISIT OF THE TABLETOP EXHIBITION

09.00 - 10.00
KEYNOTE SPEAKER (TBD)

10.00 - 10.30
NETWORKING BREAK & VISIT OF THE TABLETOP EXHIBITION

10.30 - 12.30

Session 5 - Wet wipes: how to reconcile consumer needs with sustainability and legislative pressures?

This session seeks to address the duality of wet wipes. This product segment has grown rapidly over the last 20 years as many consumers can't live without them, yet environmental and sustainability concerns are resulting in stricter regulations.

Experts will discuss how to reconcile wipes' popularity among consumers, public services, and businesses with increasingly critical views from environmentally conscious consumers, NGOs, and some water companies. This has resulted in negative media coverage and increased pressure on legislators to regulate this product category. How can the wet wipes industry ensure that consumers and customers continue to benefit from high-quality wet wipes that also meet the need for sustainability, environmental protection, and a water and sewerage system that works smoothly and efficiently?



Moderator:
Bernhard Awolin, Business Consultant
Lenzing / Bernhard Awolin Consulting

Confirmed speakers:



Graham McMillan, Founder - First Avenue Consulting

UK Consumer Wet Wipes Plastic Ban – What led up to this, how did the industry respond and what lessons can we learn?

- Why is the UK implementing a ban on plastic in consumer wet wipes and how will the ban work?
- How has the industry responded and engaged with all UK stakeholders?
- What lessons can we draw from this experience in the UK?



Ian Anderson, Commercial Director - Nice-Pak International

UK Consumer Wet Wipes Plastic Ban – What led up to this, how did the industry respond and what lessons can we learn?

- Why is the UK implementing a ban on plastic in consumer wet wipes and how will the ban work?
- How has the industry responded and engaged with all UK stakeholders?
- What lessons can we draw from this experience in the UK?

12.30 - 12.35
CLOSING WORDS

12.35 - 13.30
GOODBYE DRINK