

# Programme

## Tuesday, 24 September

- 09.20** Opening of the conference
- 09.30** KEYNOTE PRESENTATION
- 10.30** Networking break
- 11.15** SESSION 1 - ABSORBENT HYGIENE AND WIPES MARKETS DRIVING FORCES
- 13.00** Networking lunch
- 14.30** SESSION 2 - INNOVATION & ECODESIGN IN ABSORBENT HYGIENE PRODUCTS
- 16.30** Free time for networking
- 19.00** Evening Cocktail at the Rome Cavalieri - Tiepolo Terrace

## Wednesday, 25 September

- 09.30** KEYNOTE PRESENTATION
- 10.30** Networking break
- 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 THE FUTURE OF AHP'S?
- 16.00** Free time for networking
- 18.00** Closing of the exhibition
- 19.00** Evening Cocktail at the Villa Miani

## Thursday, 26 September

- 09.00** KEYNOTE PRESENTATION
- 10.00** Networking break
- 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 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

Open to all (including networking pass)

 10.30 - 11.15  
NETWORKING BREAK & VISIT OF THE EXHIBITION

11.15 - 13.00

**Session 1 - Absorbent Hygiene and Wipes Markets Driving Forces**



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

11.15 - 12.15



**Keynote speaker:**  
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

12.15 - 13.00



**Per Brandberg, Consultant - Euromonitor International**

**Retail hygiene and disposable wipes - Trends and future outlook**

- How are retail hygiene and disposable wipes performing?
- What does the future look like for retail hygiene and disposable wipes?
- What are some trends and challenges in the future?



13.00 - 14.30  
NETWORKING LUNCH

14.30 - 16.30

## Session 2 - Innovation & Ecodesign in Absorbent Hygiene Products



**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 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

14.30 - 14.50



**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?

14.50 - 15.00



**Richard Lambert, Business Development & Partnerships**  
**Braskem**

### **Enabling brands in their sustainability journey**

- Plant based drop in solution with a negative Carbon Footprint cradle to gate
- Sustainably sourced, LCA based on primary data
- Sustainable alternative for products that are either fully recyclable or aren't suited for mechanical recycling

# OUTLOOK

15.00 - 15.10



**Bert Clymans, Global Market Segment Leader - TotalEnergies Corbion**

**Implementing sustainable hygiene solutions using a broadening low-emission PLA portfolio**

- What differentiation can Luminy PLA as a raw material offer compared to fossil synthetic polymers?
- How can PLA help reducing corporate carbon footprint targets?
- How can true biobased SMS nonwoven configurations be achieved?

15.10 - 15.20



**Anders Fogelberg, Global Director of QA, HS&E, MS and Process Improvement - Fitesa**

**What affects the CO2 footprint of a nonwoven product: modelling some actual scenarios**

- Analysis of scope 1, 2 & 3 for a nonwoven producer: how big part comes from the raw materials?
- CO2-footprint calculations for some spunmelt products: what is the effect of choosing different raw materials (bio-bases vs fossil)?
- CO2-footprint calculations for some end-of-life scenarios: is recycling always best?

15.20 - 15.30



**Michele Mazzeo, Paper Technology Innovation Director - Fater**

**Bio-based materials for biodegradable and compostable sanitary pads - learnings and opportunities**

15.30 - 16.30

**PANEL DISCUSSION**



**16.30 - 18.30  
FREE TIME TO NETWORK & VISIT OF THE EXHIBITION**



**19.00 - 21.30  
NETWORKING EVENING COCKTAIL AT THE ROME CAVALIERI - TIEPOLO TERRACE**



## Wednesday 25 September 2024

09.00 - 18.00  
REGISTRATION DESK OPEN



09.00 - 09.30  
WELCOME COFFEE & VISIT OF THE EXHIBITION

09.30 - 10.30



**Keynote speaker: James Kynge, Europe-China correspondent  
Financial Times**

### The China challenge

- The rise of China as a tech superpower
- China's impact on European commerce
- Challenges to European competitors from China's rise



10.30 - 11.00  
NETWORKING BREAK & VISIT OF THE EXHIBITION

11.00 - 13.00

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



**Moderator:  
Luminita Barbu, Regulatory Affairs Director - EDANA**

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)
- Discuss the increased expectations for green and sustainable products
- Explore the impact of greater transparency requirements regarding ESG risk management 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.

11.00 - 11.30

## What compliance strategies for the hygiene industry within the renewed regulatory framework of general product safety?



**Özlem Arız**  
Senior Regulatory Affairs  
Product Manager  
Kimberly Clark



**Alexander Heusch**  
Regulatory Affairs Manager  
EDANA

11.30 - 12.00

## Key environmental & sustainability regulations impacting the hygiene industry



**Thomas Broch**  
Sustainability & Regulatory  
Affairs Director  
Fibertex Personal Care



**Bart Waterschoot**  
Group Sustainability &  
Product Stewardship  
Director  
ONTEX

12.00 - 12.30



**Gustaf Tobieson, Application Marketing Manager - Borealis**

## Navigate the New EU Packaging, Packaging Waste Regulation

12.30 - 13.00



**Coline Lavorel, Vice President - FleishmanHillard**

## Europe's priorities for the next 5 years: a shift from green to competitive?



13.00 - 14.30  
NETWORKING LUNCH

14.30 - 16.00

## Session 4 - Are Washable Absorbent Underwear the Future of Absorbent Hygiene Products?



**Moderator: Murat Dogru, General Manager - EDANA**

Insightful and forward-looking session that delves into the rapidly growing market of washable absorbent underwear. 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.

14.30 - 14.55



**Prof. Dr. Elisabeth Eppinger, Professor, Head of Study Programme Apparel Technology - HTW Berlin - University for Applied Sciences for Technology and Economics Berlin**

### Reusable menstrual underwear: Current market, user expectations and standardization issues

- To what extent will reusable menstrual underwear replace tampons and pads?
- What are consumer expectations and reasons to choose menstrual underwear over tampons and pads?
- Is there a need for antibacterial additives at menstrual underwear?

14.55 - 15.20



**Lori Shaffer, Vice President, Global R&D - Kimberly-Clark**

### Washable absorbent underwear: charting a path to sustainable, no compromise solutions for those who pee and bleed

- What must be true for washable absorbent underwear to be seen as a viable substitute for disposables?
- What are the limitations of these products today that must be overcome to realize the vision of a more sustainable alternative to disposables?
- Do you see these products replacing disposables at some point in the future?

15.20 - 15.45



**Helga Bjork Jonsdottir, Global Key Account Director - Confitex Technology**

### How challenges fuel innovative solutions within the reuseable leakproof hygiene category

- What are the key risks in your supply chain?
- How do you test reusable products inhouse?
- Do you believe that reusables are the future of AHP?

15.45 - 16.00

PANEL DISCUSSION



**16.00 - 18.00**  
FREE TIME TO NETWORK & VISIT OF THE EXHIBITION

**18.00**  
CLOSING OF THE EXHIBITION



**19.00 - 21.30**  
EDANA COCKTAIL DINNER AT THE VILLA MIANI



Built in the late nineteenth century at the top of Monte Mario, close to the dome of St. Peter's, it offers the widest and most exclusive panoramic view of Rome.

The Villa is easily reachable from the hotel by a short pathway, just a 5-minute walk away.



**Thursday 26 September 2024****08.30 - 13.00**  
**REGISTRATION DESK OPEN****08.30 - 09.00**  
**WELCOME COFFEE****09.00 - 10.00****Keynote speaker: Jack Stratten, Director - Insider Trends****The polarisation of choice: how retailers and brands are responding to market and product saturation**

- How have major global retail trends brought us to the point of saturation?
- How are giant retail marketplaces affecting product saturation, quality and choice?
- How is a renewed focus on quality and curation helping retailers and brands to stand out?

**10.00 - 10.30**  
**NETWORKING BREAK****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**

10.30 - 10.45



**Livia Biardi, Engineer - Altroconsumo**

**The consumer's perspective: choice purchase, use and disposal habits**

- Which are the most important characteristics of wet wipes from consumers' point of view?
- How often and for what do they use wet wipes?
- Do they read labels and do they know how to dispose wet wipes?

10.45 - 11.00



**Ian Anderson, Commercial Director - Nice-Pak International**

**Wet wipes: Free the turtle!**

- Is the consumer falling out of love with wet wipes?
- Can we believe everything we read?
- How can a less polarised debate help deliver a better future for all stakeholders?

11.00 - 11.15



**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?

11.15 - 12.15

**PANEL DISCUSSION**

12.15 - 12.30

**CLOSING WORDS**



**12.30 - 13.30  
GOODBYE DRINK**

**Many thanks our Sponsor:**



**Investkonsult Sweden AB**

Consultants to the  
nonwoven and absorbent  
hygiene industries

All presentations and moderated sessions will be held in English.

This programme may be subject to last-minute changes and cancellations. All timings are approximate and may be subject to change due to unforeseen delays or adjustments.

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