



The world's premier nonwovens personal care, hygiene and wipes products conference & exhibition

Budapest / Hungary

Marriott Hotel

23 > 25 September 2025

550+ nonwoven professionals 30+ inspirational speakers 20 exhibitors **Networking** 2 cocktail parties



FOR INFORMATION VISIT

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CONFERENCE SCHEDULE & ACTIVITIES

Day 1 Tuesday 23 September 2025

- 08.30 Opening of the registration desk & the tabletop exhibition
- 08.30 Welcome coffee
- 09.30 Welcome words
- 09.45 Keynote presentation Ambassador Ivo H. Daadler
- 10.45 Coffee break
- 11.30 Session 1 Latest trends in the Absorbent Hygiene Products market in developing countries
- 13.00 Networking lunch
- 14.30 Session 2 Driving growth and resilience in the hygiene sector: navigating regulation and financing opportunities
- 16.00 Free time for networking
- 19.00 Evening Cocktail at the Marriott Hotel

Day 2 Wednesday 24 September 2025

- 09.00 Opening of the registration desk & the tabletop exhibition
- 09.00 Welcome coffee
- 09.30 Keynote presentation McKinsey & Company
- 10.30 Coffee break
- 11.15 Session 3 Green claims in practice: What you can and can't say about your products
- 12.30 Networking lunch
- 14.00 Session 4 Wipes session: Consumers, constraints and new concepts
- 16.00 Free time for networking
- 19.00 Evening Cocktail at the Buda Castle's Golden Bastion

Day 3 Thursday 25 September 2025

- 08.30 Opening of the registration desk & the tabletop exhibition
- 08.30 Welcome coffee
- 09.00 Keynote presentation Roover Consulting
- 10.30 Coffee break
- 11.00 Session 5
- 12.30 Farewell drink





Tuesday 23 September

08.30 > 18.00 Registration at the Marriott Budapest Hotel

Please wear your badge at all times for easier networking

08.30 > 09.30 <u>©</u> WELCOME COFFEE AND OPENING OF THE TABLETOP EXHIBITION

09.30 > 09.45 Opening and welcome address



Murat Dogru, General Manager, EDANA (Belgium)

09.45 > 10.45 THE FUTURE OF GLOBAL ALLIANCES: IMPACTS ON INTERNATIONAL BUSINESS

Ambassador Ivo H. Daalder explores the evolving landscape of global alliances and their significant impacts on international trade and economics. Drawing from his unparalleled experience with NATO and the U.S. National Security Council, he provides an insider's perspective on the shifts in international relations and how these changes influence global economic policies. This topic addresses the need for businesses to adapt to the new norms of international cooperation and competition, offering strategies to leverage these developments for global expansion and sustainability.



KEYNOTE SPEAKER

Ambassador Ivo H. Daalder

10.45 > 11.30 <u>©</u> COFFEE BREAK AND VISIT OF THE TABLETOP EXHIBITION





LATEST TRENDS IN THE ABSORBENT HYGIENE PRODUCTS **MARKET IN DEVELOPING COUNTRIES**



MODERATOR Jacques Prigneaux, Market Analysis & Economic Affairs Director, EDANA

11.30 > 11.50

THE GREAT DIAPER SHAKEUP 2025

- What's triggering the global retreat of diaper giants and what power shifts are reshaping the AHP industry?
- How can local and regional players seize the moment with agile models, sustainability, and smart risk hedging?
- · What does the future of premium hygiene products look like in highrisk, high-growth markets?



Japan Trivedi, International Business Development Head - Narula Nonwoven Company

11.50 > 13.00 Latest trends in the AHP market in developing countries

In this engaging sessions, experts will provide valuable insights into the everevolving Absorbent Hygiene Products industry. We will explore market growth and opportunities, sustainability initiatives, innovations, technological developments, and regulatory activities. This discussion covers essential product categories such as diapers, menstrual, and incontinence products.



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



Raymond Chimhandamba, Director/Founder, Handas Consulting (South Africa)



Kanav Gupta, Associate Director, BCH (India)

13.00 > 14.30 DETWORKING LUNCH & VISIT OF THE TABLETOP EXHIBITION





DRIVING GROWTH AND RESILIENCE IN THE HYGIENE SECTOR: NAVIGATING REGULATION AND FINANCING OPPORTUNITIES

MODERATORS



Luminita Barbu, Regulatory Affairs Director, EDANA



Alexander Heusch, Regulatory Affairs Manager, EDANA

14.30 > 15.20

COMPLIANCE AND COMPETITIVENESS IN A CHANGING AND DIVERGING WORLD

- The impact of the EU's competitiveness agenda on Green Deal implementation
- EU's sustainable finance framework designed to promote sustainable investments and reporting (CSRD, CS3D and Taxonomy)
- ESPR and new sustainability parameters regulations where EU product policy is headed
- "Traditional" Product Regulations, e.g., REACH
- The fate of Environmental, Social & Governance (ESG) legislation in the US
- Green claims, potential private claims compliance or competitiveness?



Ruxandra Cana, Partner, Steptoe

15.20 > 16.00

UNLOCKING EU FUNDS: HOW TO FINANCE GROWTH IN THE HYGIENE SECTOR

- How does competitiveness translate in EU funding
- The current public funding landscape, including updated tools from the new Commission and the upcoming EU financial framework (2028-2034) - MFF
- The business models with EU funds
- The most relevant programmes for the hygiene sector
- The process to obtain and secure these funds
- How stakeholders can be supported in navigating these opportunities

Floortje de Vink, Senior Consultant, Schuman Associates

16.00 > 18.00



FREE TIME TO NETWORK AND VISIT THE TABLETOP EXHIBITION





Wednesday 24 September

09.00 > 18.00 Registration at the Marriott Budapest Hotel

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09.00 > 09.30 D WELCOME COFFEE AND VISIT OF THE TABLETOP EXHIBITION

09.30 > 10.30 STATE OF GROCERY 2025: RETAIL CONTEXT, CONSUMER BEHAVIOR AND IMPACT ON NONWOVEN CATEGORY

The presentation from McKinsey & Company covers key trends influencing grocery retail context in Europe in 2025 - consumer attitudes and preferences, channel and spend behavior and consumer response to inflation. It will draw conclusion about impact of this trends on nonwoven category and actionable recommendations.

KEYNOTE SPEAKERS



Nadya Snezhkova, Senior Expert in Consumer Insights



Marius van Roekel, Knowledge Expert, Grocery and Consumer Goods



Markus Neumann, Expert, Global Chemicals and Agriculture

10.30 > 11.15 <u>©</u> COFFEE BREAK AND VISIT OF THE TABLETOP EXHIBITION



GREEN CLAIMS IN PRACTICE: WHAT YOU CAN - AND CAN'T - SAY ABOUT YOUR PRODUCTS



MODERATOR

Brieuc Lits, Public Affairs Director, EDANA

11.15 > 11.40 **GREEN TALK, STRAIGHT TALK: HOW SELF-**REGULATION BUILDS TRUST IN ADVERTISING

- The credibility gap: why consumers are skeptical of green claims and how misleading messaging erodes trust
- Self-regulation in action: how industry-led standards and guidelines can prevent greenwashing and promote transparency
- From hype to credibility: how advertisers can turn "eco-talk" into real, lasting consumer trust



Ludovic Basset

Director General

EASA - European Advertising Standards Alliance

11.40 > 12.05 CONSUMER TRUST IN GREEN CLAIMS -**AVOIDING GREENWASHING & THE ROLE OF THE EU ECOLABEL**

- What do consumers expect from green marketing?
- What are understandable green claims?
- How can companies reliably substantiate their green claims?



Miriam Thiemann.

Policy Officer for Sustainable Consumption European Consumer Organisation - BEUC

12.05 > 12.30 WHY AND HOW TO VERIFY YOUR GREEN CLAIMS?

- Does LCA certification bring benefits to beyond green claim certifications?
- How long does it take to obtain a LCA certification?
- Is LCA certification recognised by all verifiers of green claims?



Marc Boissonnet

Sustainability Director TIC Council



WIPES SESSION: CONSUMERS, CONSTRAINTS AND NEW CONCEPTS



MODERATOR

Bernhard Awolin, Consultant

Bernhard Awolin Consulting

14.00 > 14.25

TITLE TBC

Leila Swan, Public Policy and Sustainability Water UK / EUREAU

14.25 > 14.50

HOW EARTH'S BOUNDARIES COME TO PLAY FOR THE WIPES INDUSTRY

- What are the key legislative changes currently affecting the wipes industry?
- How do these regulations impact the availability and sourcing of raw materials?



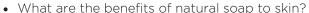
 In what ways is changing consumer behavior shaping the future of the wipes sector, and what new challenges are emerging as a result?

Elisabeth Swennenhuis, Manager Market Insight, Suominen

14.50 > 15.15

AN EXAMPLE OF CROSS INNOVATION IN CONSUMER GOODS: SOAPY WET WIPE HAVING INCREASED CLEANING EFFECT AND SKIN BARRIER FUNCTIONS





• Is it possible to make new wipe product segments using different ingredients?



Dr Nimet Uzun Kalender, Head of R&D (Hygiene), Evyap





15.15 > 15.40

GLOBAL TRENDS AND CONSUMER DYNAMICS IN THE DISPOSABLE WIPES MARKET: TRENDS AND INSIGHTS



- How are wipes performing?
- How are they being purchased?
- How does sustainability show itself in the wipes market?

Per Brandberg, Consultant, Euromonitor International

15.40 > 16.00 PANEL DISCUSSION

16.00 > 18.00 D FREE TIME TO NETWORK AND VISIT THE TABLETOP EXHIBITION

16.00 > 18.00 Join us for an unforgettable evening at the Golden Bastion, nestled within the historic Buda Castle complex. Enjoy a majestic view over the Danube River while networking with fellow industry professionals in a unique and elegant setting.

Transfers to and from the hotel will be arranged.

Dress code: Business casual

EVENING COCKTAIL
AT THE BUDA CASTLE'S
GOLDEN BASTION





Thursday 25 September

08.30 > 18.00 Registration at the Marriott Budapest Hotel

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09.00 > 10.30

MAKING AI WORK: INTERACTIVE INSIGHTS INTO TOOLS, RISKS & ROLLOUT

A hands-on, interactive exploration of how AI tools can spark creativity, accelerate ideation, and enhance product development workflows



This part includes inspiring live demos and real-world use cases that show the power of AI when put directly into the hands of innovators.

KEYNOTE SPEAKER

Oliver Breucker, Co-CEO & AI Consultant, Roover Consulting

From Play to Practice - Implementing AI Responsibly in Organizations

This second segment focuses on translating AI potential into practice - addressing implementation challenges, compliance issues, data governance, and collaboration with legal and works council stakeholders. A pragmatic take on what's needed to turn AI enthusiasm into sustainable action.



KEYNOTE SPEAKER

Oliver Breucker, Co-CEO & Al Consultant, Roover Consulting

Oliver and Robin will then jointly answer audience questions, bridging creativity and compliance for a well-rounded understanding of Al adoption.



THE WORLD'S FIRST MYCODIGESTIBLE™ DIAPER 11.00 > 11.30



- What are plastic-eating fungi and how do they work?
- How do plastic-eating fungi break down a diaper?
- How are the fungi applied to the diaper in a safe and practical way?

Eric Ricciardi, President, HIRO Technologies



12.00 > 13.00 <u>D</u> FAREWELL DRINK

MANY THANKS TO OUR SPONSORS







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.

The opinions expressed in the papers presented are those of the authors, and not necessarily those of EDANA.