



OUTLOOK™ 2017 LATIN AMERICA PLUS

THE WORLD'S PREMIER **NONWOVEN PERSONAL CARE PRODUCTS CONFERENCE**

March 7-9, 2017

SÃO PAULO | BRAZIL
GRAND HYATT SÃO PAULO



Access the business information and connections you need to succeed in the Latin American nonwovens market.

OUTLOOK™ Plus Latin America is co-organized by both INDA and EDANA, with support from ABINT, the Brazilian Technical Textiles and Nonwovens Association.

Updated as of February 22, 2017

CO-ORGANIZED BY BOTH **EDANA** AND **INDA**



Association of the
Nonwoven Fabrics Industry
ADVANCING NONWOVENS WORLDWIDE®

www.edana.org

www.inda.org





WELCOME

EDANA and INDA invite you to OUTLOOK™ Plus Latin America 2017 - The world's premier nonwovens personal care, hygiene & medical products conference, March 7-9, 2017. Here, you'll have the opportunity to meet senior executives and suppliers from across the nonwovens industry during three days of stimulating thought leadership through the prism of the Latin American perspective.

During the first two days of this three-day premier conference, you will explore nonwovens development and the absorbent hygiene products markets, both regionally and globally. The third day of the event, you will discover the latest innovations from the converter's perspective and new technologies in disposable medical fabrics and nonwovens.

Connect. Gain valuable insights. Plan your business strategies with the latest economic, market and technologies for Latin America. Here's a sample line up of what you'll experience at the second edition of OUTLOOK™ Plus Latin America:

Tuesday, March 7

CONFERENCE REGISTRATION 08.30 - 17.00

KEYNOTE SPEAKER

Barriers to Business — the Business Environment in Brazil

Welber Barral, Ph.D., Managing Partner, **Barral M Jorge Consultants**, a leading expert in Latin American foreign trade provides a keynote presentation on the advantages and barriers to conduct business in Brazil and shares his incisive view on Brazil's changing political environment and its impact on growth prospects and investment attractiveness.

ECONOMIC INSIGHTS...

Private Label Scenario in the Brazilian Retail Market

Jonathas Rosa, Coordinator - Retail Services, **Nielsen**

- Consumer response to the challenge of uncertain economics while maintaining quality product performance
- Private label brands - attractive pricing alternatives for some segments more than others
- Differentiation is the emerging driver for winners in select categories

Latin American Nonwoven Market Overview

Daniel Guerrero, President, South America – Health, Hygiene, and Specialties Division,

Berry Plastics

- Supporting growth strategy in South America
- Global market dynamics and growth trends and potential impact across South America
- Insights from the largest manufacturer of nonwoven fabrics and services in disposable hygiene, healthcare and specialty sectors

Perspective on the Latin American Nonwovens Market

Valdemir Radde, Sales Director – Latin America, **Fitesa**

- Market environment review
- Hygiene market and trends update
- Outlook for the region

INDUSTRY ECONOMICS OF DISPOSABLE HYGIENE...

Global Absorbent Hygiene Marketplace & the Rising Power of Female Consumers: Challenges and Opportunities for Growth

Elton Morimitsu, Research Analyst, **Euromonitor International**

- The global market performance across key and growing markets
- The rising power of female consumers around the globe and the impact on the marketplace across regions
- Strategies to “speak” successfully to women
- Market projections for the next five years and opportunities for growth going forward

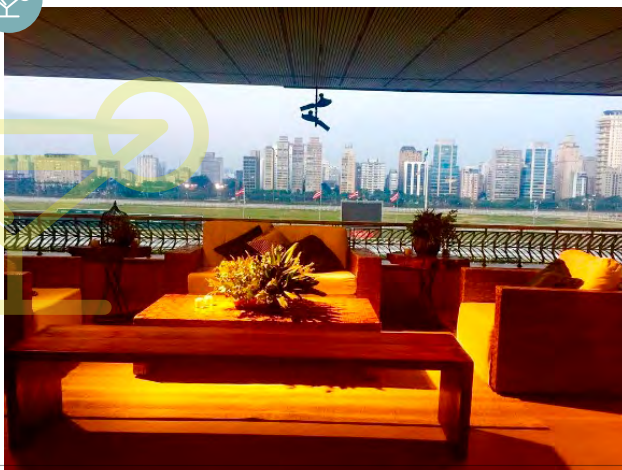
The Latin American Baby Diaper Market – Market Stats and Forecast

Julio Ribas, CEO – Managing Director, **Swissport Brasil**

Airlaid Pulp Nonwovens: The Forgotten Technology

Rick Jezzi, Principal, **A.D. Jezzi & Associates**

- Airlaid technologies market and competitive landscape in an under developed and under funded research environment
- Potential consumer market end-product application that may become the next major innovation



EDANA/INDA COCKTAIL PARTY

JOCKEY CLUB, SÃO PAULO

The perfect place to network with your colleagues.

Round trip bus transportation is provided from the hotel lobby at 19.00 with a return to the hotel at 21.00.

Innovation in Fluff Pulp for the Latin American Market – A Multi-Product Site

Pablo Cadaval Santos, Production & Quality, **Klabin**

- Global trends in fluff pulp markets and specific Latin American requirements
- The Klabin Puma mill – The project timeline
- Overview of capacity and technology
- Product quality and differentials

Enabling Innovation with Novel Elastic Nonwoven Solutions

Thomas Arys, Vistamaxx Americas Market Developer, **ExxonMobil Chemical Company**

- ExxonMobil will introduce latest innovations in elastic nonwoven solutions for the hygiene, medical, and personal care products
- Connecting Asia's innovative hygiene trends to meet Latin American needs in the current economy

TABLETOP DISPLAYS AND NETWORKING

Engage with senior leaders for a one-hour tour of the latest products and technologies from the nonwovens industry.

Wednesday, March 8

CONFERENCE REGISTRATION 08.30 – 18.00

ABSORBENT HYGIENE: MARKETS & TECHNOLOGY...

Feminine Care in Latin America

Fabio E. F. Rangel, R&D Associate Director, **Johnson & Johnson Consumer Products**

- Investments in performance improvements using differentiated raw materials and product design
- New products developed for specific feminine needs
- Characteristics of the current feminine care market in Latin Americas
- Technical characteristics and future opportunities of feminine care products sold in Latin America



Wednesday, March 8

Trends in Diaper Acquisition Distribution Layers – Desired Attributes

Rafael Dos Santos Martins, Head of Innovation & Technology South America and Quality Manager Brazil, **Freudenberg Performance Materials**

- ADL in diapers market South America
- ADL purpose (Strike Thru, Rewet and Run off)
- ADL desired properties (liquid performance, touch sensation, other properties)
- Adjustments in diapers construction with/without ADL -
- Relationship between ADL, Super Absorbent Polymer, and Pulp to main diapers problems

Exploration of Sensorial & Visual Aesthetics in Feminine Pads: Trends and Current Latin America Scenario

Walter Spinardi, Jr., Managing Partner, **MW Innovations Consultancy**

- Market players are transforming feminine pad products from functional to consumer-friendly products with a feminine appeal
- Alternatives for sensorial and visual aesthetics that improve performance and attractiveness will be presented within the current Latin America scenario

Use of Eucalyptus Fiber in Hygiene and Personal Care Products

Alexandre Corrêa, New Business Executive Manager, **Suzano Pulp & Paper**

- An overview of the Brazilian consumer market segmentation for absorbent hygiene products
- How an alternative, short eucalyptus fiber can alter the status quo for low, mid-tier and high end absorbent hygiene products while improving sustainability, and reducing land and water usage
- Insights based on several 200-consumer participant research trials using 100 to 200 samples of baby diaper, feminine hygiene and adult incontinence products. What properties do consumers value that delineate a mid-tier baby diaper made in Brazil?

Adult Incontinence Market in Latin America

Rosana Godoi, Business Manager Latin America, **Tredegar Film Products**

- The combining growth factors are expected to overtake baby and feminine pad markets in the future
- A clear understanding of the differentiated consumer characteristics and technologies between baby diaper and adult incontinence is required

Advances in Breathable Backsheet Film and Elastic Components Supporting Evolution of Premium Diapers in South America

Vivek Jain, Ph.D., Vice-President Technology & Innovation, **Clopay**

- End-consumers are demanding better skin health, softness, comfort and fit from baby diapers. This drives the need for more innovative backsheet film as well as elastics film laminates as they play a key role in delivering these values
- Diaper manufacturers want to have 100% registered print, increased ink-coverage, more vibrant colors and patterns to provide additional customer value
- Advances in elastics film/laminates and breathable backsheet film for baby diapers deliver customized breathability, softness and leakage-free performance while delivering registered printing with vibrant colors/prints without ink rub off issues

Wednesday, March 8

WIPES...

Global Trends in Skin Care and How the Facial Wipe Market Is Evolving

Vanessa Arruda, Marketing Manager – Consumer Care, **Lonza**

- Consumers on-the-go lifestyle is helping to drive the double-digit growth of facial wipes
- The multi-functional claims in facial wipes mirror some of the claims seen in the skin care market
- Following global skin care trends, we can predict what the next generation of facial wipes may look like

The Future of Wipes in Latin America – Myths and Realities about the Fastest Growing Wipes Market in the World

Ernesto Levy, Senior Vice President, Convenience, **Suominen**

- The wipes market in Latin America is projected to grow at the fastest rates in the world over the next 5 years
- In his presentation, the Suominen global leader of the wipes business shares the outlook for the Latin American market and his thoughts on the keys to succeeding in this important geography

Preservation Concepts for Modern Wet Wipe Formulation

Bernd Heinken, Manager Customer Support SAI, **Schülke & Mayr**

- The global list of preservatives endorsed for use in hygiene products grows smaller each year
- What options exist for manufacturers to protect their products, and remain compliant?
- The current status of traditional preservatives, and how antimicrobial agents can support or replace them
- Test results reveal the success of alternative preservation concepts for nonwoven hygiene products to comply with future demands

Join your hosts after Wednesday's presentations for the cocktail hour on the 2nd Floor at the Grand Hyatt.

Thursday, March 9

CONFERENCE REGISTRATION 08.30 - 12.00

NONWOVENS IN HEALTHCARE AND INFECTION PREVENTION

Wound and Continence Care in Brazil and the Nonwoven Products Used

Vera Lúcia Conceição de Gouveia Santos, Ph.D., MSN, RN, CWOCN (TISOBEST),
Associate Professor of **Medical-Surgical Nursing Department, School of Nursing, University of São Paulo (EE-USP)**

- Wound care in Brazilian Enterostomal Therapy specialty
- Continence care in Brazilian Enterostomal Therapy specialty
- Nonwoven products in Enterostomal Therapy

The Brazilian Market for Single Use Drapes and Gowns – Challenges and Opportunities

Myra Johansson, Single Use Drapes and Gowns – Business Unit Manager, **Lifemed**

- The Brazilian scenario - Population, hospitals, surgeries
- Potential OR market and current single-use penetration
- Challenges: Market education required, especially cost-benefit analysis
- Opportunities: Growing awareness and strong converters/roll goods suppliers partnership



Onsite conference registration hours

March 7 - Tuesday - 08.30 - 18.15

March 8 - Wednesday - 08.30 - 17.00

March 9 - Thursday - 08.30 - 12.00

Co-Organized by EDANA and INDA. ABINT, the Brazilian Technical Textiles and Nonwovens Association, is an event supporter.

EDANA and INDA gratefully acknowledges our program Advisors:

Bob Best, Convermat Corporation
Sandra Bonilia, Spuntech Industries Inc.
Rick Jezzi, A.D. Jezzi & Associates
Richard Company, Clopay Plastic Products Co.
Nina Kopola, Suominen

Thursday, March 9

The Surgical Nonwoven Market in South America – The Market & Solutions

Enrique Cragnolino, CEO, **Campagnie De La Sante**

- A long way from the 1980's
- Single use vs. reusable surgical fabrics
- The Mercosur market including GMP rules and the Latin America overview
- Imports/exports – Asia, India and Europe
- 2017 – 2022 protection – new business

THE CONVERTER'S AND SUPPLIER'S PERSPECTIVE

Absorbent Hygiene Markets under the Perspective on Anti-trust investigations: Selected case studies

Jonathan Bourget, Managing Director, **Apis Rex Consulting (Switzerland)**

The Next Generation of Adult Incontinence Consumer Needs

Kristy Beckman, Director of Technology Global Hygiene, **H.B. Fuller**

- Explore the Adult Incontinence market in key Latin American countries, understanding the potential market size and growth rates
- What are the features that active, adult users want in incontinence products and where are their needs being met and where we, as an industry, still have work to do to meet those needs
- Conformal™ adhesive and ODOGard® are two new solutions available to the Latin American industry to achieve more discreet, lower odor, and better fitting products

Connect with leaders at **OUTLOOK™ Plus Latin America***

3M do Brasil
A.Celli Nonwovens Spa
A.D. Jezzi & Associates, LLC
ABIHPEC
ABINT
ACTIVE
Ahlstrom
Akinal/ASNonwovens
Albany International
Altenburg Têxtil
Andritz Küsters GmbH
Anpap Airlaid
Apis Rex Consulting
Aplix
Arauco Argentina
AstenJohnson Advanced Fabrics
Autefa Solutions Germany GmbH
Avgol Nonwovens
Barral M Jorge Consultants
BASF SA
Beaulieu Fibres International Terni Srl
Berkshire Corporation
Berry Plastics
BFA
BICMA Hygiene Tech
Bikoma GmbH Spezialmaschinen
Birla Cellulose
Bostik Adhesives
Bostik LA
Bostik Mexicana SA de CV
Braskem
Carta Fabril
Cellulose Converting Solutions SpA
Central National
CHT Bezema
CHT R. Beitlich GmbH
Cia Fiacao Tecidos Guaratingueta
Clariant
Clopax Plastic Products Co.
Colquimica, S.A.
Compagnie de la Sante
Confecções Capricho Ltda.
Cosmed
Cotton Incorporated
Croda do Brazil Ltda.
Croda Mexico SA de CV
Daviso Industria e Comercio de Produtos Higienicos Ltda.
Dinaco SA
Dow Brasil
Dow Chemical
EDANA
EHMS Ltda.
Elsner Engineering Works, Inc.
ES FiberVisions
Eurofral Ind de Prod Higienicos e Termoplasticos Ltda.
Euromonitor International
Ever Green
ExxonMobil Chemical Company
Fameccanica
Fameccanica do Brasil
Fater
Fibertex Elephant
Ficosota
Firefly AB
Fi-Tech de Mexico
Fi-Tech Inc.
Fitesa
Fitesa Nãotecidos
Focke & Co.
Freudenberg Nao-Tecidos Ltda. & Cia.
Freudenberg Performance Materials
Fulflex Elastomerics Worldwide
FVH - Training & Prof. Dev, Abs. Tech.
GDM do Brasil

Georgia-Pacific
Gevas
GEVAS Brasil Ltda.
Glatfelter
Glatfelter - AMBU
Glatfelter CFBU
Goulston Technologies, Inc.
GP Cellulose
H.B. Fuller
Hartmann
Henkel Ltda.
Henkel S.A. Industrias Quimicas
Herrmann Ultraschalltechnik GmbH & Co. KG
Hypermarcas
IHS Automotive
Ilapak International SA
INDA, Association of the Nonwoven Fabrics Industry
Indorama Ventures PCL
Infiana
Infiana Films
Innovent/Dornbush
International Paper
INVISTA - Brazil
Jacob Holm Industries
Johnson & Johnson Brazil
Johnson & Johnson Ind. E Com. Ltda.
Jotaflá Consultoria
Kansan Machinery
Kimberly-Clark
Kimberly-Clark - KCP Latin America
Klabin S.A.
Laboratories Pretty
Lenzing AG
LG Chem
Lifemed
Lohmann-koester
Lonza Personal Care
Mada Nonwovens
McAirlaids
Mili S.A.
Mogul South Carolina Nonwovens Corp.
MONDI
MONDI Gronau GmbH
MONDI/AvaHo
MW Innovations
NatureWorks LLC
Neos Italia
Nice-Pak International
Nielsen
Nippon Tungsten USA, Inc.
Nitto Bento Bantçilik San. ve Tic. A.S.
Nordson do Brasil
Ober Industria e Comercio S.A.
Oerlikon Neumag
OMNOVA Solutions
Ontex BVBA
OPTIMA
OPTIMA do Brasil Máquinas de Embalagem Ltda.
Paper Converting Machine Company
Parafix Ltda.
Paul Hartmann AG
Perez Trading Company
Plastivida
Procter & Gamble
Procter & Gamble Service GmbH
Prodhigi International Ltda.
Productos Internacionales Mabe S.A. de C.V.
QUIMPHARMA
Rhodia Solvay Group
Richer Investment
RKW
RKW ACE

Rockline Industries
Sandvik Hyperion
Santher
Saueressig GmbH + Co. KG
SCA Brazil
SCA Hygiene
SCA Hygiene Products GmbH
Schill + Seilacher GmbH
Schlegel & Partner
School of Nursing of the University of São Paulo
Schülke & Mayr GmbH
Shalag Industries Ltd.
Shalag US Inc.
Shanghai Rocky Adhesives Co., Ltd.
Shemesh Automation Wet Wipes
Simon y Luque
Softbond Nonwovens
Softbond S.A.
Solvay Acetow
Sontara Argentina
SPGPrints Austria GmbH
Spuntech Industries Inc.
Stanley Adhesive Industrial
Suominen
Suominen Brasil Indústria e Comércio de Não-Tecidos Ltda.
Suzano Pulp & Paper
Swissport Brasil Ltda.
T.J. Beall Company, Inc.
Takemoto Oil & Fat Co., Ltd.
Technical Absorbents Ltd.
Teknoweb Converting S.r.l.
Texol & Winpack SPA
Texol Srl
Têxtil Técnico Report
Tredegar - Personal Care
Tredegar Brasil
Tredegar Film Products
Trinseo
Trinseo do Brasil
Trützschler Ind. e Com. de Máquinas Ltda.
Trützschler Nonwovens GmbH
UNGRICHT Roller & Engraving Technology
Unicharm
Union Medical
University of Sao Paulo
UPM Pulp
Velcro
VMI Holland
Voith Paper GmbH & Co. KG
Wacker Quimica
Wahren
Welspun
WPS Consultoria
WFS Solutions
Xerium Technologies, Inc.
Yixing Danson

*Companies listed in teal are attendees for 2015 and 2017.



March 7 - 9 2017

GRAND HYATT SÃO PAULO | SÃO PAULO, BRAZIL

Latin American Business Connections

OUTLOOK™ Plus Latin America is global commerce at its best. Connect with the Latin American thought leaders who can improve your organizational strategies and goals.

Tabletop Display Organizations

ACA Systems Oy	Goulston Technologies	Teknoweb Converting
Anpap Airlaid	H.B. Fuller	Texol & Winpack SPA
Berry Plastics	Henkel Ltda.	Trützschler Nonwovens GmbH
Birla Cellulose	Kansan Machinery	VMI Holland BV
Cellulose Converting Solutions Spa A Socio Unico	Lohmann-koester	
Elsner Engineering Works, Inc.	Nippon Tungsten USA, Inc.	
ExxonMobil Química Ltda.	Nitto Bento Bantcilik A.S.	
FiberVisions/ES FiberVisions	Shüelke & Mayr GmbH	
Firefly AB	Shanghai Rocky Adhesives Co., Ltd.	
Formosa Plastics Corporation	Spuntech Industries, Inc.	
Fulflex Inc.	Suominen	

HOTEL INFORMATION:



Reservations:

**Grand Hyatt São Paulo,
Avenida das Nacoes Unidas, 13301,
São Paulo, SP 04578-000, BRAZIL
+55 11 2838 1234**

For online reservations, visit <http://bit.ly/2gsCxac> to book, modify, or cancel your hotel reservations.

Rate

Rates are quoted online in USD. Payment will be made in local currency (BRL), and the conversion based on the fixed exchange rate agreed in the contract. Below are the average nightly rates not including taxes & fees.

Grand Room – \$220 BRL 818,00 SGL 918,00 DBL
Club Room – \$265 / Difference of BRL 160,00
Grand Suite – \$380 / Difference of BRL 600,00



About EDANA

EDANA serves more than 240 companies across 36 countries in the nonwovens and related industries, helping its members to design their future. The Association's mission is to create the foundation for sustainable growth of the nonwovens and related industries through active promotion, education and dialogue. Information about services and upcoming events can be found at www.edana.org

About INDA

INDA, the Association of the Nonwoven Fabrics Industry, serves hundreds of member companies in the nonwovens/engineered fabrics industry in global commerce. Since 1968, INDA events have helped members connect, learn, innovate, and develop their businesses. INDA educational courses, market data, test methods, consultancy, and issue advocacy help members succeed by providing them the information they need to better plan and execute their business strategies. For more information, visit www.inda.org, or download the INDA mobile app for immediate updates.

To register for OUTLOOK™ Plus Latin America, please complete the form below. Copy this form for additional registrations. For additional information please visit: edana.org or register online at inda.org.

Last Name/Surname _____ First Name _____
 Job Title _____ Organization _____
 Address _____ Website _____
 City _____ State _____ Zip _____ Country _____
 Telephone _____ Fax _____ Email _____

To foster networking among attendees we will publish your email address on the official attendee list for this event. If you prefer your email address is not published, please check the box

Please check the relevant selections below for us to process your registration.

Your organization's primary affiliation with the nonwovens industry:

- | | |
|---|--|
| <input type="checkbox"/> Nonwoven Producer/Supplier | <input type="checkbox"/> Wholesaler/Retail Distributor |
| <input type="checkbox"/> Converter/Fabricator/End Product Manufacturer | <input type="checkbox"/> Third Party Testing/R&D/Pilot Lines |
| <input type="checkbox"/> Brand Owner/Brand Marketer | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Supplier of Adhesives, Binders & Chemicals | <input type="checkbox"/> Association |
| <input type="checkbox"/> Supplier of Resins, Fibers & Pulps | <input type="checkbox"/> Academic Institution |
| <input type="checkbox"/> Supplier of Paper & Packaging | <input type="checkbox"/> Government |
| <input type="checkbox"/> Supplier of Other Materials (Films, Tapes, Netting) | <input type="checkbox"/> Press/Publishing |
| <input type="checkbox"/> Supplier of Services (Transportation, Logistics, Software) | |

Primary job function (check only one):

- | | |
|--|--|
| <input type="checkbox"/> Principal/CEO/President/Senior Leadership | <input type="checkbox"/> Financial Accounting/Comptroller/Business Analyst |
| <input type="checkbox"/> New Business/Product Development/Technology Scout | <input type="checkbox"/> Office Manager/Administrative Assistant |
| <input type="checkbox"/> Director/Division Management | <input type="checkbox"/> Human Resources |
| <input type="checkbox"/> Manufacturing/Production/Operations Management | <input type="checkbox"/> Information Systems |
| <input type="checkbox"/> Quality Control/Assurance Engineering | <input type="checkbox"/> Press/Editorial |
| <input type="checkbox"/> Research & Development | <input type="checkbox"/> Press/Other than Editorial |
| <input type="checkbox"/> Purchasing | <input type="checkbox"/> Government |
| <input type="checkbox"/> Account Manager/Sales Management | <input type="checkbox"/> Academic – Faculty |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Academic – Student |
| <input type="checkbox"/> Marketing/Product Management | |
| <input type="checkbox"/> Engineering/Applications/Process | |

REGISTRATION FEES

Fee includes: 1 entrance to the Conference & Tabletops, lunches, networking events, cocktail reception, coffee breaks and the OUTLOOK™ Plus Latin America papers in digital format.

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Full Conference | <input type="checkbox"/> US \$ 990 |
| <input type="checkbox"/> Day 1 and 2 (Tues. Mar. 7 and Wed. Mar. 8) | <input type="checkbox"/> US \$ 800 |
| <input type="checkbox"/> Day 3 (Thurs. Mar. 9) | <input type="checkbox"/> US \$ 350 |

PAYMENT (full payment must accompany this registration)

- MasterCard VISA AMEX Check/Money Order (in U.S. funds and drawn on U.S. bank, payable to INDA)

Total Enclosed \$ _____ Card # _____ Card Expires _____ / _____ CWV Code _____
(month) (year)

Billing Zip Code _____ Phone or Email _____ Signature _____

- Wire Transfer (for instructions, please contact Tracie Leatham, tleatham@inda.org, or call + 1 919 459 3726)
 For all wire transfers, please reference OUTLOOK™ Plus Latin America and attach confirmation.

- Please check here if you have a disability that requires special assistance or accommodation to fully participate.

NOTE: Please attach a written description of your needs. INDA must receive all special assistance requests by February 6, 2017 in order to accommodate.

Return this form with payment or credit card information to the following address:

OUTLOOK™ Plus Latin America
 PO Box 1288
 Cary, NC 27512-1288
 Attention: Tracie Leatham, tleatham@inda.org
 Phone: + 1 919 459 3726
 Domestic Fax: + 1 866 847 7922
 International Fax: + 1 919 636 7908

NOTE: Cancellations must be in writing and received by tleatham@inda.org before February 6, 2017. No refunds for cancellations received after February 6, 2017. By registering for the OUTLOOK™ Plus Latin America, you authorize the organizers to take and publish event photography for marketing purposes on web and print.