

TURNING A NEW PAGE IN TISSUE
THE ROUTE MAP FOR A RESHAPED WORLD

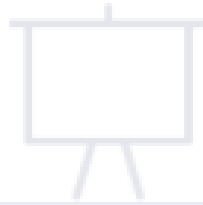
CONFERENCE AGENDA

Wednesday
22 September

Thursday
23 September

**Senior Management
Symposium Panel
Discussion**

Keynote



Risk and Resilience



Global Influences,
Global Trends



Consumer
Behaviour



Manufacturing
Process



Converting
Solutions



**Technical
Panels**

Fiber and
Energy



Process Automation
and Optimisation



All content will be available to watch on-demand

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WEDNESDAY **22** SEPTEMBER

Senior Management Symposium Panel Discussion Moderator

Jonathan Roberts

Industry Consultant

Pryor Roberts Communications, UK



10:30 – 11:00 CET | Keynote

The keynote speaker will address the audience of senior executives from the international tissue sector with a Keynote entitled: **Key Drivers for Tissue Business Post Pandemic**, followed by an exclusive interview during the first morning of the virtual conference.

- *Esa Kaikkonen, CEO, Metsä Tissue, part of Metsä Group, Finland*

11:00 – 12:00 CET | Global Influences, Global Trends

As sustainable development evolves from a desirable state-of-affairs to an urgent requirement, two tissue businesses at the top of their game, Hakle and EuroVast, explain how they achieve economic success in the context of responsibility to the environment. In the same discussion is Urban Lundberg of Fisher, global consultants to the pulp and paper industry. Lundberg combines experience working for leading tissue brands and will bring an eye-opening perspective on carbon in the tissue industry and why it really matters.

- **Hygiene and environment: Innovative success story**

Chris Faltin, CTO & Karen Jung, CMO, Hakle, Germany

- **Carbon legislation: What are the impacts on tissue?**

Urban Lundberg, Senior Consultant, Fisher, Germany

- **Green-focussed investment**

Ruben Massari, Corporate Social Responsibility Manager, EuroVast, Italy

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WEDNESDAY **22** SEPTEMBER

Technical Panels Moderator

Bodo Kottwitz
Principal
BKay Tissue, Germany



15:00 – 16:00 CET | Manufacturing Processes

The Technical Panel on Manufacturing Processes will be introduced by short presentations from leading companies with their insight on respectively on NTT technology and the use of existing technology to reduce emissions.

- **Advantage NTT: Learnings from a new kid on the block**
Johan Rågård, Concept Manager Textured Tissue (NTT), Valmet, Sweden
- **Reducing CO2 footprint**
Luca Linari, Managing Director, Andritz Novimpianti, Italy
- **The impact enzymes have on sustainability**
Bud Chase, Vice President, Tissue, EDT, USA

16:30 – 17:30 CET | Fiber and Energy - Alternative Concepts

Join this Technical Panel to learn about a brand new project with alternative fiber, optimised management with non-wood fiber and innovation in co-generation concept.

- **From cogeneration to smart cogeneration for the tissue industry**
Benoit Fécamp, EAME Market Development Manager, SOLAR TURBINES, Switzerland
- **Benefits and shortfalls of producing high-quality tissue products using non-wood pulps and suggested control strategies**
Andy McNab, Marketing Manager EMEA, Solenis, UK
- **Pulp made from straw - New dimensions for sustainable tissue products**
Martin Wiens, Factory Manager, Essity Operations Mannheim, Germany

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THURSDAY **23** SEPTEMBER

Senior Management Symposium
Panel Discussion Moderator

Jonathan Roberts

Industry Consultant

Pryor Roberts Communications, UK

10:00 – 11:00 CET | Risk and Resilience

Opportunities in the tissue business are expanding with global demand. But while the potential for this industry is invigorating, success relies on resilience, and resilience requires a healthy respect for, and understanding of, risk. Hear a story of success in a challenging landscape from Star Tissue, along with expert contributions from Valmet about industrial automation and management of cyber security, and from the visionary AFRY about the fiber market.

▪ **Growing a sustainable business through innovation and service: Star Tissue's formula for a 21st-century success story**

Khalid Saifullah, Managing Director, Star Tissue, UK

▪ **How to manage production environment cybersecurity in the tissue mill?**

Teemu Kiviniemi, Solution Manager, Valmet, Finland

▪ **Global insight on pulp market dynamics**

Hampus Mörner, Senior Consultant, AFRY, Sweden

11:00 – 12:00 CET | Consumer Behaviour

Kesko and K Stores in Finland, make it their business to know what their customers want and how their needs and expectations are evolving. With a background at Metsä Tissue, Riikka Joukio knows what it means to interpret consumer behaviour and translate it into desirable tissue SKUs. Complemented by Euromonitor's outstanding data and interpretation, this is an hour of time which distils industry-leading expertise in consumer behaviour and how to make it work for your business!

▪ **The retail angle on sustainability: Understanding its own footprint and customer priorities**

Riika Joukio, Executive VP, Sustainability & Public Affairs, Kesko / K Group, Finland

▪ **Recovery prospects and forecast drivers in Tissue**

Iselie Iglesias, Tissue and Hygiene Consultant, Euromonitor, Germany

▪ **Scaling DTC growth through Customer Experience Optimisation**

William Laurenson, Founder, Customers Who Click, UK

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THURSDAY **23** SEPTEMBER

Technical Panels Moderator

Bodo Kottwitz
Principal
BKay Tissue, Germany

15:00 – 16:00 CET | Converting Solutions

The Technical Panel on Converting will kick off with presentations from 4 industry experts, giving the audience insight on innovative and optimised solutions as well as practical advice.

- **The impact of core board quality on the rewinder efficiency**

Georg Pinggen, Mill Manager, Julius Schulte, Germany

- **Converting future is today**

Federico Barsanti, Area Manager Italy, SchäferRolls, Germany

- **Cost and production time optimisation by reduction of web breaks in converting lines**

Andrea Friedrich, Key Account Director, Europe Pulp & Paper, ISRA PARSYTEC, Germany

- **Product innovation using new AirMill technology**

Carlo Berti, Sales Director, Gambini, Italy

16:30 – 17:30 CET | Process Automation and Optimisation

Hear a case study on 3D remote planning and join the debate on automation in safety. The panel will also highlight the Circular Resource Flow thinking to help you build a sustainable business

- **3D remote planning - key benefits**

Kai Menges, Head of Business Development and Field Marketing, Körber Supply Chain Automation Eisenberg, Germany

- **A step forward in safety for manufacturing and distribution operations within tissue plants**

Gary Urban, Sales Director, Elettric80, USA

- **What does a sustainable business mean?**

Ulf Johnsson, Concept Manager Mill Technology (Sustainability), Valmet, Sweden

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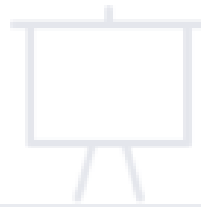
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