

**With the COVID-19 pandemic, the world's premier nonwovens personal care, hygiene & wipes product conference has reinvented itself: OUTLOOK™ 2020 goes online!**

OUTLOOK™ 2020 will take place on 23 to 25 September: each day a 3-hour webinar will feature an outstanding programme with keynotes speeches, presentations, Q&A and discussions (exact timing to be confirmed).

23 September 2020	Global Economy and Trade: scenarios for 2020-2021
10.00 – 10.15	Opening and Welcome Address
10.15 – 11.00  	<b>KEYNOTE SPEECH</b> <b>THERE'S NO RETURNING TO BUSINESS AS USUAL – GEOPOLITICAL SCENARIOS SHAPING A POST-COVID-19 WORLD</b> <ul style="list-style-type: none"> <li>• Six strategic scenarios</li> <li>• Transition and post-COVID-19 world</li> <li>• Uncertainties and dynamics that will most likely shape international affairs</li> <li>• Implications for the nonwovens industry</li> </ul> <p>Jeffrey Saunders, Founder, <b>Nordic Foresight</b> (Denmark)            Job Carroll Henning, Managing Partner, <b>Auxano Strategies</b> (USA)</p>
11.00 – 11.30 	<b>WORLD TRADE – LESSONS LEARNED (OR NOT) AND EXPECTED FLOW CHANGES FOR ESSENTIAL NONWOVEN-BASED MEDICAL DEVICES AND PPE (TBC)</b> <p>Hosuk Lee-Makiyama, Director, <b>European Centre for International Political Economy - ECIPE</b> (Belgium)</p>
11.30 – 11.45	BREAK
11.45 – 12.15	TBC
12.15 – 12.45	TBC
12.45 – 13.00	EDANA's Integrated Communication Campaign on "The Benefits of Nonwovens"