

Conference Theme: Future-Proofing the Tissue Industry for Sustainable Growth

TUESDAY, 8 APRIL 2025

Senior Management Symposium (SMS)

SMS Session 1: Global Shifts, Local Impacts: Navigating a Volatile Market

0830-0850: Keynote Address: A "Transformative Acquisition": Reflections on Sofidel's Recent Investments in North America for Building a Sustainable Future

Luigi Lazzareschi, CEO and Member of the Board of Directors, Sofidel Group

0850-0910: The New Geoeconomic Order? Strategic Risks and Opportunities in 2025

Antonia Colibasanu, Senior Fellow, Foreign Policy Research Institute

0910-0930: Navigating in a Volatile Market in the Tissue Paper Business within the EU

Esa Kaikkonen, CEO, Metsä Board

0930-0950: Panel Discussion

Panellists: *Luigi Lazzareschi, CEO and Member of the Board of Directors, Sofidel group*
Antonia Colibasanu, Senior Fellow, Foreign Policy Research Institute
Esa Kaikkonen, CEO, Metsä Board

0950-1015: KCPM Investments in Times of Special Challenges

Iurii Golovchenko, CEO, Kyiv Cardboard and Paper Mill

1015-1045 Refreshment break

SMS Session 2: Attracting Talent to Tissue

1045-1105: Wild Goals and Bold Actions: Empowering Leaders and Building Bridges Between Generations in the Tissue Industry

Maja Mejsner, Director, Paper Process Parts Technology Unit, Valmet

1105-1125: Panel Discussion

Panellists: *Maja Mejsner, Director, Paper Process Parts Technology Unit, Valmet*
Rita Belov, Talent Acquisition Manager, Sofidel America

SMS Session 3: Supply Chain: Navigating Uncertainty for a Competitive Edge

1120-1140: Managing Pulp Supply Chain Risk through Strategic Sourcing

Ali Jalal, Chief Procurement Officer, Fine Hygienic Holding

1140-1200: Resilience in the New Reality

Donato Giorgio, President, Global Supply Chain, Essity

1200-1220: Panel Discussion

Panellists: *Ali Jalal, Chief Procurement Officer, Fine Hygienic Holding*
Donato Giorgio, President, Global Supply Chain, Essity
Lajos Eric Forster, Deputy Chairman BOD, Fibret

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1220-1400 *Hosted Lunch*

Technical Sessions

Technical Session 1: Mastering Tissue Machines: Next-Gen Efficiency & Performance

1400-1420: **Ready to play your winning hand? Strategic combinations to optimize your tissue drying section.**

Paolo Vezil, Sales Manager, Valmet

1420-1435: **Energy transition: ANDRITZ path to progressive decarbonization**

Luca Linari, Managing Director, Andritz Novimpianti

1435-1455: **Decarbonization of Paper Mills: Toscotec start-up the first Fully Electric Paper Mill in the world**

Stefano Pecchia, Energy Technology Director, Toscotec

& Gabriele Romanini, Sales Director, Toscotec Tissue Division

1455-1510: **How SMARNIP®-T shoepress technology can improve Tissue production**

Riccardo Cattani, Sales Manager, ACelli

1510-1530: **Panel on Current Issues and Future Developments**

Panellists: Paolo Vezil, Manager, Sales Department, Valmet

Luca Linari, Managing Director, Andritz Novimpianti

Gabriele Romanini, Sales Director, Toscotec Tissue Division

1530-1600 *Refreshment break*

Technical Session 2: Tomorrow's processes: sustainability and energy optimization

1600-1615: **A framework for Digital Twins for energy & CO₂- optimization in the paper industry**

Philip Kayser, Scientific Project Coordinator, Modellfabrik Papier

& Marcel Prinz, Manager Process R&D, WEPA Hygieneprodukte

1615-1630: **Decarbonizing the Tissue Industry**

Moksadur Rahman, Senior Scientist, ABB

1630-1650: **Breaking the Vicious Cycle: Dry Paper-Web Laying and Biopolymers for a Sustainable Future**

Bendix Bruggenjurgen, Scientific Researcher

& Anna Tietjen, Scientific Researcher, Institut für Textiltechnik (ITA) of RWTH Aachen

1650-1705: **Nonwood Fibers in Hygiene Tissue Paper: Potential, Applications, and Challenges**

Ronalds Gonzalez, Associate Professor, North Carolina State University

1705-1720: **Combining strategic foresight and decision intelligence to identify economically feasible decarbonization pathways for the paper industry**

Markus Bohlayer, Managing Director, Path to Zero

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WEDNESDAY, 9 APRIL 2025

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SMS Session 4: Communicating with the Future Consumer: Emerging Trends Shaping Demand and Behaviour

0900-0925: Setting the Table for Change

Robert Dackeskog, President & CEO, DUNI Group

0925-0945: What Do Europeans Really Think About Forests, Climate Policy, and Sustainable Development?

Mikael Selling, CEO & Partner, Opticom International Research AB

0945-1000: Let's Reach Down the Value Chain: Engaging with Consumers to Challenge Perceptions

Christina Wennberg, Marketing Manager, Södra Cell

1000-1020: Retail Tissue: Global Trends and Future Prospects

Natalia Bezrebra, Senior Research Analyst, Euromonitor International

1020-1040: Panel Discussion

Panellists: Mikael Selling, CEO & Partner, Opticom International Research AB

Christina Wennberg, Marketing Manager, Södra Cell

Natalia Bezrebra, Senior Research Analyst, Euromonitor International

1040-1110 Refreshment break

SMS Session 5: Shaping up for a Sustainable, Digital Future

1110-1130: Decarbonisation – A broader perspective

Arne Kant, Senior Principal, AFRY Management Consulting

1130-1150: EU Rules Shaping Our Future: A Wake-Up Call for Tissue Industry

Carlos Reinoso, Director General, European Tissue Symposium - ETS

1150-1210: Rethinking paper production: How industry and science are collaboratively pioneering sustainable paper manufacturing

Peter Bekaert, Managing Director, Modellfabrik Papier

& Alexander Deutschle, VP Innovation, Head of R&D & Global Offering Development, Metsä Tissue

1210-1230: Navigating Digital Transformation: Unlocking Value Through Emerging Technologies and AI

Jarmo Ropponen, Head of Asia-Pacific, Head of Tissue and CEO Malaysia, Tietoevry

1230-1250: Panel Discussion

Panellists: Arne Kant, Senior Principal, AFRY Management Consulting

Carlos Reinoso, Director General, European Tissue Symposium - ETS

Peter Bekaert, Managing Director, Modellfabrik Papier

Alexander Deutschle, VP Innovation, Head of R&D/Global Offering Dev., Metsä Tissue

Jarmo Ropponen, Head of Asia-Pacific, Head of Tissue and CEO Malaysia, Tietoevry

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1250-1400 *Hosted Lunch*

Technical Sessions

Technical Session 3: Innovative Solutions: Technologies Transforming the Industry

1400-1425: LC Paper: The Path to Net-Zero Tissue Products

Pau Vila, CEO, LC Paper

1425-1440: Efficient processing of alternative fibre raw material for tissue

Michael Hellenbrand, Managing Director, &

Marius Hellenbrand, Project Engineering/Paper Technology, Hellenbrand Maschinenbau

1440-1455: The ECOFARIO High-G-Technology for high-efficiency fiber loss reduction

Sebastian Porkert, CEO/General Manager, Ecofario

1455-1510: Compression refining for tissue

Bruno Carre, Scientific advisor to the Biobased Materials Division, Centre Technique du Papier

1510-1540 *Refreshment break*

Technical Session 4: Converting Excellence

1540-1555: Streamline Tissue Production: PCMC's Advanced Digital Solution That Saves Time and Money

Stefano Spinelli, Director, product Lifecycle Management, BW Converting

1555-1610: Hot embossing takes a step forward with Warm-up Next system

Fabrizio Lorenzi, Development Converting Manager, Valmet Tissue Converting

1610-1625: A new approach to tissue converting: how the hydrogen bond can help us be more sustainable.

Luca Perondi, Head of Sales, Gambini

1625-1640: Giotto Technologies and Siemens: performance and reliability hand-in-hand in tissue converting

Guido Finoccki, CSO, Giotto Technologies & Frederic Maury, Global Sales Manager, SIEMENS AG

1640-1655: Redefining Interfolding

Alberto Colombo, Key Account and Project Manager, OMET

1655-1715: Panel on Current Issues and Future Developments

Panellists: *Stefano Spinelli, Director, product Lifecycle Management, BW Converting*

Fabrizio Lorenzi, Development Converting Manager, Valmet Tissue Converting

Luca Perondi, Head of Sales, Gambini

Guido Finoccki, CSO, Giotto Technologies & Frederic Maury, Global Sales Manager, SIEMENS AG

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THURSDAY, 10 APRIL 2025

Technical Sessions

Technical Session 5: Unlocking the Future: Pilot Plants & The Tissue Revolution

0930-0935 Welcome and introduction to the session Pilot Plants and The Tissue Revolution

Bodo Kottwitz, Bkay-Tissue

0935-1000 Opportunities from Novel Fibers

Hampus Mörner, Manager, AFRY Management Consulting

1000-1015 Andritz: PrimeLineTIAC - Latest Technologies

Franz Harrer, Director of Global R&D and Pilot Operations, Andritz

**1015-1030 Tissue converting with a bit of paper-making:
TissueHub, the first Integrated Pilot Line.**

Carlo Berti, Chief Business Officer, Gambini

1030-1045 Saueressig: High-Speed Embossing: Insights, Trials, and Learnings from Our Pilot Line

Andreas Greving, Sales Manager, Saueressig Group

1045-1115 Valmet: Unlocking the Future: Pilot Plants and the Tissue Revolution

Karl-Johan Tolfsson, Manager Tissue Technology, Valmet &

Dario Giannini, Embossing Product Innovation and Pilot Line Manager, Valmet Tissue Converting

1115-1130 – Panel discussion
