OUTLOOK24: A Record-Breaking Success in Nonwovens and Hygiene



OUTLOOK24, held from September 24-26, 2024, in Rome, proved to be an extraordinary success, setting a new benchmark for the nonwovens, personal care, hygiene, and wipes industry. The event gathered 549 delegates from 212 companies across 37 countries, making it the largest turnout in its history.

The conference featured 26 influential speakers, covering a wide range of crucial topics, including sustainability, eco-design, and the future of absorbent hygiene products. A keynote address by Joachim De Vos of TomorrowLab emphasized how generative AI can drive innovation in the nonwovens sector, providing a roadmap for future growth. Another standout was James Kynge’s talk on China's growing influence on global commerce and the resulting challenges for European businesses.

Attendees lauded the event for its networking opportunities and insightful presentations. Mikael Staal Axelsen, CEO of Fibertex Personal Care, praised the conference, saying, "OUTLOOK24 provided exceptional insight and interaction, reaffirming the industry's readiness to tackle future challenges."

The exhibition section featured 20 companies showcasing their expertise, fostering industry connections. Davide Montanari, Sales Area Manager of IMA TMC, highlighted

the event's impact: "It brought together potential leads, customers, and suppliers, creating a unique space for business growth."

The next edition of OUTLOOK will be held in Budapest from September 23-25, 2025, promising to build on the momentum of this year's success.