



PRESS RELEASE

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5TH EDITION OF BCH'S "RIGHT" HYGIENE CONFERENCE CLOSES AS INDIA'S & SOUTH ASIA'S MOST SUCCESSFUL EVENT OF THE ABSORBENT HYGIENE INDUSTRY

9th June 2022 - New Delhi: The 5th Edition of the 'Right' Hygiene Conference was without a doubt the biggest and most successful event ever held for the Indian and the entire South Asian absorbent hygiene industry, receiving high praise from industry stalwarts in both India and abroad alike. Attracting **320 delegates** from **20 countries** and **155 companies**, it was held in **New Delhi** on the **2nd-3rd June** and took over from previous editions in terms of numbers, content and participating companies & countries. The products in focus were sanitary napkins, baby and adult diapers, underpads and wipes.



The objective of the conference was to bring together global & Indian experts with their latest innovations in products, processes, raw materials and machinery & share their knowledge with the stakeholders of the Indian industry under one roof for face-to-face interactions, targeted networking and deliberations on key issues that the industry faces as of today.

A lot has happened in the last two years in India with respect to the absorbent hygiene industry. New players have come in and existing ones are in an expansion mode. Raw material supply is gradually getting indigenized and thus import substitution is on the rise. As India gears up for the next hygiene revolution, it is witnessing new market trends coupled with a change in

production dynamics. A never seen before ‘user awareness’ is making the whole frame very exciting. Against this backdrop the event witnessed an excellent program and participation.

The two keynotes on day 1; the first one coming from the **Mr. R. Senguttuvan, Operating Partner at Premji Invest** focussed on “**What Private Equity Looks for in Investee Companies**” and the second one was from **Mr. Akhil Meshram, Senior Director, Category Head ISC Feminine Care, Procter & Gamble Hygiene & Health Care Ltd.** on the latest trends and innovations in the **Indian Hygiene Industry**. Further in the program there was speech on market trends delivered by **Mr. Kanav Gupta, Associate Director, BCH** on “**Hygiene in India – Vision 2030**”. These three speeches set a high and optimistic tone for the 2 days of the conference. **The second day had another very interesting keynote speech by Mr. Pierre Wiertz, Advisor, EDANA** on the ‘**Evolving Value Proposition of AHP’s Within 3 Generations**’ which gave much needed food for thought to the listeners.

With an expert panel of speakers from all fragments of the industry, the 2 days witnessed presentations covering a myriad of areas such as improvement and alternate solutions in raw materials, machinery and components, new packaging solutions for hygiene products to more technical aspects including emerging technologies and futuristic way forwards. Addressing sustainability was a part of most of the presentations.



Apart from the above mentioned, the other speaker companies were namely **A Celli Nonwovens, Andritz Nonwoven, Avgol, Cellulose Converting Solutions, Fitesa, H.B. Fuller, Inviya (Indorama), Mondon, Nobel Hygiene, Nordson, Optima, Osprey Corporation, Reifenhauer Reicofil, S.B. Packagings, SDP Global Co., Swara Baby Products and Teknoweb Converting.**

Adjacent to the hall there was a vibrant **table top exhibition** where **32 companies** were exhibiting their latest product offerings on both the days of the conference.



A very interesting highlight of the event was the **3rd edition** of the **‘Right’ Hygiene Awards Ceremony** to celebrate important successes and significant contribution within the industry. The winners of these awards were **Niine for the CSR Award**, for playing a vital role in supporting hospitals, NGOs, and local bodies during the Covid-19 pandemic in India; **Inviya (Indorama) for the Trendsetter Award** for their “first made in India” hygiene grade spandex which offers solutions for hygiene industry; and **Avgol Nonwovens for the Innovation Award** for their biotransformation technology for nonwovens. There was also a special **BCH Legend Award** which went to **Mr. Wilfried Laser, Key Account Manager, Optima nonwovens**.



Another interesting feature was the **panel discussion** which aimed at an interaction between the panellists and the audience wherein key issues and problems and also futuristic and visionary attributes of the industry were brought forward and discussed. A panel constituting of **8 experienced industry leaders** belonging to different parts of the value chain of the industry were seen to be interacting with the audience and sharing their knowledge on various topics of concern.



With ample time for discussions and interactions through breaks and a relaxing fun evening with cocktails and dinner, the event concluded on a positive and hopeful note towards the future of the Indian absorbent hygiene industry with new partnerships made, friendships fostered and a positive feeling towards new and existing investments in the industry.

“We are very happy to receive such positive feedback. After more than 2 years of isolation due to the Covid-19 pandemic, the industry was quite eager to meet and conduct business in a normal way. We saw great support from global and Indian stakeholders by way of delegates, speakers, exhibitors and sponsors. We take this opportunity to thank all and urge you to stay tuned for more as India steps into a golden decade for the absorbent hygiene industry. We at BCH have always endeavoured to play catalyst to growth and invite you all to be a part of this journey” said **Mr. Samir Gupta, Managing Director, BCH.**

“The organization was very professional and well attended. It is a very good and valuable event to be informed and to approach in the Indian hygiene market with good networking possibilities.” said **Mr. Wilfried Laser, Key Account Manager, Optima Nonwovens.**

“Not only well organized and well attended, this event was also well stacked with high class professionals. Thank you, BCH, for organizing it!” said **Mr. Falk Roesner, Sales Manager, Reifenhauser Reicofil.**

“An energetic event with excellent sessions and intellectual speakers! I sincerely thank you and entire BCH team for organizing Right Hygiene. A highly-focused and informative conference with plethora of networking opportunities in the hygiene industry. “ said Ms **Jyoti Mishra, IMEA Marketing Manager, H.B. Fuller**

“Being able to share and discuss issues with so many stakeholders were very meaningful for the future hygiene industry.” Said **Mr. Kazumitsu Suzuki, R&D General Manager, SDP Global Co., Ltd.**

About BCH

BUSINESS CO-ORDINATION HOUSE (BCH) is an authoritative and trustworthy access for companies in striking reciprocally beneficial alliances with the Nonwoven and Technical Textile industry. It co-ordinates business activities and facilitates collaboration all across the globe and offers a set of customised services, through its 365 day showroom/ Training Workshops/ Seminars/ Conferences/ Market Research/ R&D solutions/ Publication TechTex

India. As a gateway for Indian and overseas companies, BCH assists in Entry Strategy, Tie-ups and Alliances and also offers Global Sourcing solutions. While holding a rock-solid rapport worldwide with coveted organizations, BCH aspires to steer industry players in accomplishing the utmost yield by serving them in all their needs.

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