



EUROPEAN FLEXIBLE POLYURETHANE FOAM INDUSTRY'S

# Annual Conference 2024

## ISTANBUL, 11-13 JUNE

**Online Broadcast**  
Preliminary Programme



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## WEDNESDAY, 12 JUNE 2024

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- 10.30 - 10.40**    **Welcome by the Presidents of EUROPUR & EURO-MOULDERS**
- 10.40 - 11.10**    **Morning Keynote: Geopolitics, Competitiveness, Climate Change - Can Europe Face it All?**  
— Georg Riekeles, *Associate Director, European Policy Centre*
- 11.10 - 12.40**    **Panel Discussion: European Flexible PU Foam Markets, Upstream & Downstream - with Focus on Türkiye**  
— Moderated by Bart J. ten Brink, *President, EUROPUR*
- Clint Raine, *Co-owner, Belvedere & Partner*
  - Tobias Spyra, *Director, EMEA Styrenics & PU Feedstocks, CMA*
  - Giulia Taveggia, *Partner, Senior Researcher, CSIL*
  - İrem Baçdar, *Economic Research and Corporate Communication Coordinator, OSD*
- 12.40 - 14.00**    *Break*
- 14.00 - 15.10**    **Panel Discussion: Global Flexible Polyurethane Foam Markets**  
— Moderated by Bart J. ten Brink, *President, EUROPUR*
- Philipp Propst, *Project Manager, IAL Consultants*
  - Philippe Knaub, *Chairman, Polyurethane Foam Association*
  - Audrey Liu, *Senior Director, PUdaily*
  - Sunil Minocha, *Secretary General, Indian Polyurethane Association*
  - Clint Raine, *Co-owner, Belvedere & Partner*
- 15.10 - 16.10**    **Panel Discussion: The Draft End-of-Life Vehicles Regulation - What Changes for the Automotive Supply Chain?**  
— Moderated by Michel Baumgartner, *Secretary General, EURO-MOULDERS*
- John Mortell, *Senior Policy Manager, Plastics Europe*
  - Alejandro Navazas, *Scientific Officer, EURIC*
  - Sebastien Gentil, *Director Chemistry Development, Adient*
  - Theodoros Mardas, *Sustainability Policy Officer, EURO-MOULDERS*
- 16.10 - 16.40**    *Break*
- 16.40 - 17.25**    **Afternoon Keynote: Speak Up Now! Marketing in Times of Climate Crisis**  
— Wim Vermeulen, *Director of Strategy and Sustainability, Bubka*
- 17.25 - 18.00**    **Sponsor Presentation**  
— Dr. Claudine Mollenkopf, *President, Specialty Additives, Evonik*
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THURSDAY, 13 JUNE 2024

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**SESSION I | 09.00 - 11.00**

**SUSTAINABILITY I** - Moderated by Michel Baumgartner, *EUROPUR*

**Update on the Ecodesign for Sustainable Products Regulation - What it Means for Mattresses and Furniture**

– Theodoros Mardas, *Sustainability Policy Officer, EUROPUR*

**Turning Net Zero Ambition into Action with Supply Chain Transitions**

– Natalie Watson, *Head of Sustainability, The Vita Group*

**BASF's Roadmap Towards Net Zero**

– Jan Nouwen, *Senior VP Isocyanates & Precursors Europe, BASF*

**Closing the Loop: Opportunities and Challenges of PU Foam Recycling**

– Dr. Helmut Weldle, *Director Methods and Interactions, Schlegel & Partner*

**Design for Recycling of Flexible Foams in Mattresses: A Valumat Project**

– Denis Hicks, *Director / Management Advisor, High Delta*

**Digital Product Passport in Practice: How to Turn Compliance Obligations into New Business Models**

– Stefaan Cognie, *Co-founder, TripleR*

**SESSION II | 11.30 - 13.30**

**SUSTAINABILITY II** - Moderated by Theodoros Mardas, *EUROPUR*

**Policy Environment for Chemical Recycling in Europe and Beyond**

– Adela Putinelu, *Head of Policy and Sustainability, Plastic Energy*

**Life-Cycle Assessments for PU Foams Made Easy: A New Tool for the PU Industry**

– Dr. Hüdai Kara, *Founder & Managing Director, Metsims*

**Opportunities for Decarbonising PU Supply Chains from a Logistics Service Provider Perspective**

– Thies Grage, *Head of Innovation & Sustainability, Hoyer Group*

**Renewable Carbon Flexible Foam: CO<sub>2</sub>-based Polyols for Sustainable Flexible Foam Production, Latest Technical Developments and Life Cycle Assessment**

– Liz Manning, *Commercial Lead, Econic Technologies*

**Partnering for Net Zero: Kimpur's Collaborative Approach to Carbon Reduction**

– Cahit Can Çanakçı, *R&D Director & Ümit Ünal, R&D Manager, Kimpur*

