

# Guest Lecture

International Business Research Group  
AALBORG UNIVERSITY BUSINESS SCHOOL



**BUSINESS SCHOOL**  
AALBORG UNIVERSITY

**Date: 17 October, 2022. Time: 10:15 » 12:00**

**Venue: Room 29, Fibigerstræde 02, AAUBS**

**Let's hear what Mikael Staal Axelsen  
says–**



**“A Transition towards sustainability in global value chain:  
The Case of Fibertex, Denmark ”**

**Mikael Staal Axelsen , Group CEO at Fibertex Personal Care,  
Denmark.**

Fibertex Personal Care A / S is a Danish manufacturer of non-woven fiber textiles with headquarters in Aalborg . Fibertex Personal Care A / S was part of Fibertex A / S and is owned by the industrial conglomerate Schouw & Co A / S, which also owns Fibertex Nonwovens A / S. The company has subsidiaries in Malaysia , the United States and Germany with sales in 2015 of NOK 1.8 billion. Fibertex Personal Care has been awarded Procter & Gamble's External Business Partner of the Year Award at P & G's US headquarters in Cincinnati, Ohio.

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