

# A.I.S.E. APPOINTS NADIA VIVA AS FIRST FEMALE PRESIDENT TO LEAD THE DETERGENTS AND MAINTENANCE INDUSTRY INTO THE FUTURE

## Stakeholder release – 9 June 2020

During its annual General Assembly today, A.I.S.E., the International Association for Soaps, Detergents and Maintenance Products, confirmed the appointment of Nadia Viva, Chief Communication Officer, Global Fabric & Home Care and Baby & Feminine Care at Procter & Gamble, as its new President. Ms. Viva will be the first woman to hold this position in the history of the association. For the period from 10 June 2020 until June 2022, Nadia will be joined at the helm by Vice-Presidents Heather Barker (RB) and Françoise Van Tiggelen (Detic/BE-Lux), Arndt Scheidgen (Henkel) as Treasurer and A.I.S.E. Director General Susanne Zänker.



Nadia Viva brings more than 20 years of experience in the industry through numerous European and global roles in marketing and communication, supporting leading sectors and brands. Active in A.I.S.E. since 2004 and in the Board as of 2014, Nadia will succeed Arndt Scheidgen, Corporate Director Advanced Technologies Laundry & Home Care at Henkel after his two terms in office.

Reflecting on his four-year mandate as President, Arndt shares these thoughts: *“During my time, I truly enjoyed the trusting, constructive and collaborative way in which the excellent people in the A.I.S.E. network interact. Together, inspired by the new strategy for the association, we have further strengthened our political outreach, taken care that legislation respects the needs of industry and consumers in a reasonable way, and continued to deliver sustainability progress with our Charter 2020+. We have put strategies in place to help our members address the challenges of both BREXIT and COVID-19. I welcome Nadia to this position and wish her every success. Personally, I remain committed to further contributing to this association and work with its members, who are passionate about serving society with innovative and sustainable cleaning and hygiene solutions – a need these days more relevant than ever.”*

Upon accepting her new position, Nadia commented: *“I am honoured to take over from Arndt Scheidgen after his fruitful tenure as President and lead the association at this critical turning point for the EU and our industry, addressing the opportunities of the European Green Deal alongside the unprecedented challenges of the COVID-19 pandemic. Now, more than ever, our sector has a critical role to play in serving the public, offering the highest quality products for cleaning, maintenance and hygiene, whilst striving to minimise its environmental impact. A.I.S.E.’s priorities are fully aligned with the environmental and digital agenda of the Commission and I am 100% committed to drive the synergies across the spectrum to reach the best outcomes for both the society and our industry. To this end, I look forward to a transformative dialogue between our*

*members, the policy-makers and partners across the value chain for unlocking opportunities that will lead us to a better future together.”*

At its General Assembly, A.I.S.E. welcomed four new members to its network: BASF and Lubrizol join the association as associate members, CLOROX as a supporting corporate member and MARBA as a corresponding member. This brings A.I.S.E. membership to 18 corporate members, 13 associate members and 29 national associations, who together represent an annual market value of nearly €38 billion in Europe.

**For the composition of the full A.I.S.E. Board 2020-2022, please consult [www.aise.eu](http://www.aise.eu)**

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**About A.I.S.E.**

A.I.S.E. is the International Association for Soaps, Detergents and Maintenance Products. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators for over 60 years. Membership consists of 29 national associations across Europe, 18 corporate members and 13 value chain partners. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe.

A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

