

A.I.S.E. Cleaning & Hygiene Forum: “CLEANING & HYGIENE IN THE 21ST CENTURY”

Competitiveness and economic growth for the detergents' and maintenance products industry. Taking advantage of existing opportunities while addressing barriers to operate.

30 NOVEMBER 2016
14:00 - 17:45

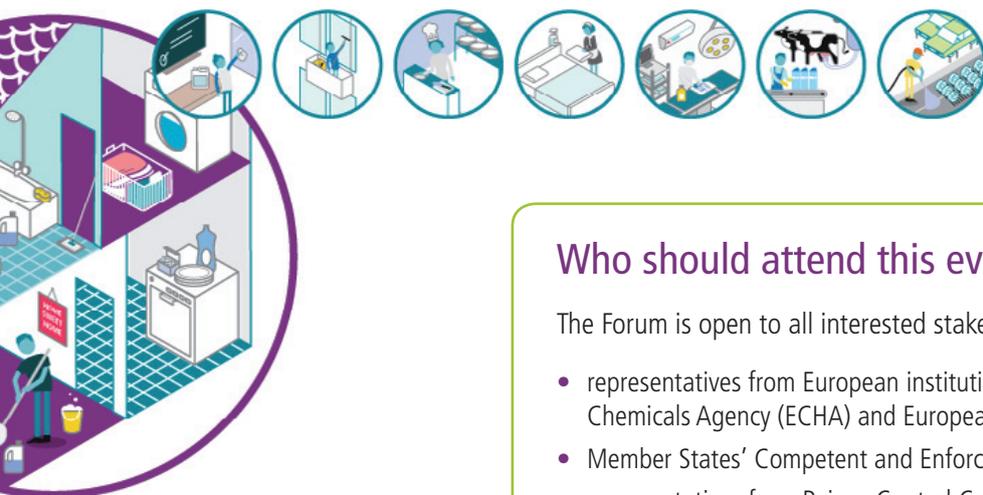
The Hotel, Bd de Waterloo 38
1000 Brussels, Belgium

A.I.S.E.'s first “Cleaning and Hygiene Forum” will be an opportunity to bring together a large number of policy-makers and stakeholders with an interest in the industry's developments to discuss the challenges faced by the sector.

In the context of the Fitness Check of chemical legislation, we aim to contribute to the on-going reflections on the effectiveness, efficiency, coherence, relevance and added-value of EU chemical legislation.

In particular, the conclusions of the Cumulative Cost Assessment for the chemical industry – commissioned by DG Internal Market, Industry, Entrepreneurship and SMEs – have demonstrated that across different subsectors of the chemicals industry, administrative costs are comparatively the highest in the detergents and maintenance sector.

Existing and disproportionate burdens for the household care and professional cleaning and hygiene sectors should therefore be well identified and minimised in order to improve the competitiveness of the sector. Innovative solutions and regulatory barriers will be discussed with speakers and the audience.



Who should attend this event?

The Forum is open to all interested stakeholders, including:

- representatives from European institutions (e.g. European Commission, European Chemicals Agency (ECHA) and European Parliament);
- Member States' Competent and Enforcement Authorities
- representatives from Poison Control Centers
- NGOs;
- related industries, and value-chain partners;
- A.I.S.E. members.

Programme

Moderator: Hans Bender

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13:30 – 14:00	Registrations and welcome coffee
I.	Introduction by Susanne Zänker , Director General A.I.S.E.
II.	<p>The value and benefits provided by the cleaning and hygiene industry to society</p> <ul style="list-style-type: none"> • Ian Bell, EUROMONITOR – <i>Current trends in the sector & future opportunities for growth</i> • Joe Huggard, Huggard Consultancy – <i>Economic benefits provided by the detergents' industry</i> • Prof. Dr. Dirk Bockmühl, Rhine-Waal University of Applied Sciences – <i>The societal benefits of hygiene and cleanliness in society</i> • Q&A
III.	<p>The operating framework for the detergents' industry. Looking at the opportunities and challenges provided by existing and future regulations</p> <ul style="list-style-type: none"> • Ludovic Chatelin, European Commission, DG Health and Food Safety • Peter Sant, Permanent Representation of Malta (*invited) • Françoise Van Tiggelen, A.I.S.E. National Association Committee Chairwoman – <i>The operating framework for the detergents' industry. A perspective from the EU member state.</i> • Q&A
16:00 – 16:20	Coffee Break
IV.	<p>Panel discussion: Addressing the existing regulatory barriers to the placing on the market of safe, efficient and innovative products</p> <p>DISCUSSING SIMPLIFICATION (ADMINISTRATIVE BURDENS) AND LICENSE TO OPERATE (SINGLE MARKET, BUSINESS CERTAINTY AND SOCIETY PROTECTION)</p> <ul style="list-style-type: none"> • Ad Jespers, A.I.S.E. Board member • Reinhard Büscher, European Commission, DG GROW • Jack de Bruijn, European Chemicals Agency • Fabrizio Sesana, European Association of Poisons Centres and Clinical Toxicologists representative
V.	<p>The existing opportunities in addressing innovation and sustainability</p> <ul style="list-style-type: none"> • William Neale, European Commission, DG ENVI Cabinet (*invited) • Mark Stalmans, A.I.S.E. Chairman of the Sustainability Steering Group
	Arndt Scheidgen , A.I.S.E. President – Closing remarks
17:45 – 18:30	Cocktail

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 30 national associations across Europe and nine European market-leading companies. 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.