



OPEN FORUM 2017

Anticipating Changes in a Challenging Environment

This Open Forum session is an opportunity to discuss how industry will anticipate changes and stay ahead of upcoming trends. An inspiring keynote speaker will kick off discussions, followed by the insightful intervention of a journalist from The Economist, and a high-level panel with representatives from the value-chain.

20 June 2017

10:15 to 13:00 followed by lunch

Palais Brongniart (Petit Auditorium)
28 Place de la Bourse, 75002 Paris

Programme

10:15 – 10:25	Welcome and introduction <ul style="list-style-type: none"> Afise President, Mr. Sebastien Bossard, CEO of HYPRED
10:25 – 11:05	Keynote speech : The role of trust and leadership in team performance <ul style="list-style-type: none"> Mrs. Virginie Guyot, public speaker, former fighter pilot, leader of the aerobatic demonstration team of the French Air Force in 2010
11:05 – 11:25	The state of the EU and the future challenges for industry <ul style="list-style-type: none"> Mr. Adam Roberts, The Economist, European business and finance correspondent
11:25 – 11:50	Coffee break
11:50 – 12:50	Panel discussion – New trends and collaboration through the value-chain. What are the opportunities for growth <ul style="list-style-type: none"> Mr. Volker Kuhn, Vice President, Fabric Care Europe at Procter & Gamble Retail company high-level speaker Mr. Paolo Falcioni, Director General at CECED, the European Association of Home Appliance Industry in Europe Mr. Emmanuel Butstraen, Novacare President at Solvay Mr. Peter Hug, Managing Director at EUnited, the European Cleaning Machines Association Moderator : Mr. Adam Roberts , The Economist, European business and finance correspondent
12:50 – 13:00	Conclusions <ul style="list-style-type: none"> A.I.S.E. President, Mr. Arndt Scheidgen, Corporate Vice President, Product Development Laundry & Home Care at Henkel

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 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.