A·I·S·E

International Association for Soaps, Detergents and Maintenance Products

A.I.S.E. Cleaning & Hygiene Forum:

VISIONS, OPPORTUNITIES AND FRAMEWORKS

Innovation Hygiene Trends Wellbeing Cleanliness Health Vision Dialogue Sustainability

6 December 2017 • 14:00 - 17:00

The Hotel, Blvd de Waterloo 38 • 1000 Brussels, Belgium

A.I.S.E.'s annual "Cleaning & Hygiene Forum" is a key platform that brings together high level policy-makers, academia and industry stakeholders who hold a common interest in the development of the detergents industry.

This year's Forum will start by looking at how cleaning and hygiene needs will evolve in the future, how the industry is innovating, and the relevant EU framework for the future of the business. Visionary perspectives will be shared by keynote speakers from industry, regulatory and academic environments.

This will be followed by a panel discussion on the challenges and opportunities in Europe faced by the industry, and the innovative solutions and regulatory barriers for a fairer and deeper EU Single Market. The Forum will conclude with an intervention by keynote speaker Commissioner Elżbieta Bieńkowska.

In parallel, attendees may visit the exhibition visualising how the industry responds to society's needs for cleanliness and hygiene today.

Who should attend this event?

An invitation is extended to all interested stakeholders, including:

- Representatives from EU institutions (European Commission, European Chemicals Agency (ECHA) and European Parliament)
- Member States' competent and enforcement authorities
- NGOs
- Related industries and value-chain partners
- A.I.S.E. members
- Other interested parties (Poison Control Centres etc.)

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Programme

Moderator: Adam Roberts, The Economist, European business and finance correspondent

13:30 – 14:00	Registration and welcome coffee
14.00 – 14.05	Welcome and introduction: **Susanne Zänker**, A.I.S.E. Director-General
14.05 – 15.05	Section 1: The future of Cleaning & Hygiene - Visions, opportunities and frameworks • Member of the European Parliament **Julie Girling**, Committee on the Environment, Public Health and Food Safety • **Nitin Paranjpe**, President, Unilever Home Care Business • **Daniel Calleja-Crespo**, Director-General, DG Environment, European Commission • **Dr Lisa Ackerley**, Visiting Professor of Environmental Health, University of Salford
15.05 – 15.20	High level panel discussion
15.20 – 15.45	Coffee Break and exhibition
15.45 – 16.30	Section 2: Fit for business and fit for society: Better regulation for detergents Panel discussion including: • **Sabine Juelicher***, Director, DG SANTE*(invited) • **Christel Musset**, Director Registration, ECHA • **Nadia Viva**, Procter & Gamble, A.I.S.E. Board member • **Welmoed Clous**, Ecolab, A.I.S.E Board member
16.30 – 16.45	Keynote address Commissionner **Elżbieta Bieńkowska**, DG GROW, European Commission
16.45	Conclusions and wrap-up by **Arndt Scheidgen**, A.I.S.E. President
17.00 – 18.30	Cocktail and exhibition

To register, please go to www.aise.eu\events

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 65 years. Membership consists of 29 national associations across Europe, 18 corporate members and six 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 design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

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