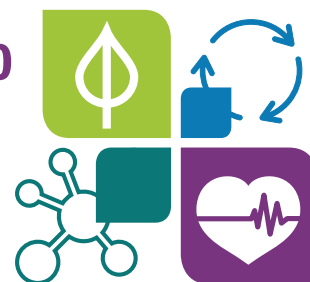


A.I.S.E. CLEANING & HYGIENE FORUM 2020

THE FUTURE OF AN ESSENTIAL INDUSTRY IN
THE CONTEXT OF THE EU CHEMICALS STRATEGY

2 DECEMBER 2020 • VIRTUAL EVENT



A.I.S.E.'s Cleaning and Hygiene Forum will take place on 2 December 2020 (14:00 – 17:30 CET). On this occasion, the traditional and annual gathering of the European detergents and maintenance products industry with its stakeholders will exceptionally take place as a virtual event.

The get-together will represent a unique opportunity to hear about the experience of the European industry in [responding to the COVID-19 public health crisis](#). You will hear how our companies adapted their production lines overnight to respond to demand, and have taken a leadership role in providing European citizens with crisis-relevant products such as hand disinfectants, surface disinfectants, and other essential cleaning products for homes and professional settings. Learnings from this crisis will also be debated as the industry is more than ever convinced that a faster and more agile assessment and authorisation process for biocidal products is necessary, whilst ensuring their appropriate use.

With this event, we also hope to pragmatically contribute to and foster constructive and innovative thinking on the broader conversation on the future of chemicals in Europe, and the *Chemicals Strategy for Sustainability* ([see A.I.S.E.'s press release](#))

We look forward to discussing with you and all interested parties the future of chemicals in the EU in a visionary manner so as to ensure a safe environment, safeguard trust in our products and services, address existing hurdles and barriers but also open up to new ideas for even more sustainable business models.

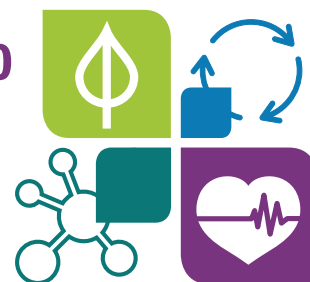
Speakers will be drawn from the EU institutions, stakeholder organisations, and senior management in the detergents and maintenance products industry. We look forward to welcoming you to the 2020 Forum.

REGISTRATION IS OPEN



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Programme

14:00-14:10	Welcome and introduction by Susanne Zänker , A.I.S.E. Director General
14:10-14:50	<p>Cleaning & hygiene products & services: an essential sector in the time of crisis and beyond</p> <p>The Panel includes testimonials from:</p> <ul style="list-style-type: none"> • Heather Barker, Global VP Regulatory & Global Business Solutions, Reckitt Benckiser & A.I.S.E. Vice-President • Ramon Campos, R&D Senior Director, Strategic Innovation & Technology, Procter & Gamble • Ismaël Djelassi, Chief Executive Officer, Spechim • Ad Jespers, Executive Director Global Regulatory Strategy & Design, Diversey <p>Panel moderator: Susanne Zänker, A.I.S.E.</p>
14:50-15:50	<p>Moving forward: Continuing to support essential needs in the future Chemicals Strategy context</p> <ul style="list-style-type: none"> • Elena Montani, Policy Officer, European Commission, DG ENVI • Jan Robinson, Scientific and Regulatory Affairs Director, A.I.S.E. • Cristian-Silviu Buşoi, MEP - Chair Committee on Industry, Research and Energy (ITRE); Member of Committee on the Environment, Public Health & Food Safety (ENVI) • Sylvie Lemoine, Executive Director Product Stewardship, Cefic <p>Panel moderator: Susanne Zänker, A.I.S.E.</p>
15:50-16:00	AN ANIMATED BREAK
16:00-16:50	<p>The specific case of biocidal products: Learnings from the industry on the implementation and workability of the EU Biocidal Products Regulation</p> <p>Panel discussion with:</p> <ul style="list-style-type: none"> • Giuseppe Abello, Director, Federchimica - Assocasa • Klaus Berend, Head of Unit for Biocides, DG SANTE • Raffaella Perrone, Italian Ministry of Health - Head of Biocides Unit • Peter van der Zandt, Director of Risk Management, ECHA <p>Panel moderator: Nathalie Hanon, Director CEHTRA SL, Biocides market leader</p>
16:50-17:10	<p>Developing household hygiene to meet 21st century needs - A collaborative industry/academia report</p> <ul style="list-style-type: none"> • Sally Bloomfield, Honorary Professor, London School of Hygiene and Tropical Medicine, International Scientific Forum on Home Hygiene
17:10-17:20	Closing remarks by Nadia Viva , A.I.S.E. President

