



BRUSSELS  
The Square

28 JUNE 2019  
9.30-16.30

## CONFERENCE 2019

Cleaning and  
Facility Services:  
shaping the industry  
for the future

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**9.00** Registration and welcome coffee

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**9.30** Welcome address  
*EFCI's President, Juan Díez de los Ríos*

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**9.40** Key note address  
*European Commission, DG GROW*

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**10.00** **ROUNDTABLE 1:**  
*An Industry in evolution*  
Moderator: *Michelle Marshall, European Cleaning Journal*

- Evolution of the Cleaning and Facility Services industry in the past 30 years  
*EFCI Member*
- A forecast for the industry: where will it be in 10 or 20 years?  
*Frank Veneman, Director Association for Cleaning Research and MBG Europe (NL)*  
*Jacopo Mele, Partner yourDIGITAL and President Homo Ex Machina Foundation (IT)*

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**10.45** **ROUNDTABLE 2:**  
*An innovative value chain*  
Moderator: *Katinka Worsøe, European Business Services Alliance*

- How to make SMEs fit for the digital challenge?  
*Véronique Willems, Secretary General SMEUnited*
- Innovation in big groups  
*tbc*
- Suppliers: where is the focus on innovation?  
*Giovanni Riccardi, CEO Supplean (IT)*
- Clients: where do they put the digital accent?  
*International Council of Shopping Centres*

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**11.45** Coffee break

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**12.00** **ROUNDTABLE 3:**  
*Innovating in a labour-intensive industry*  
Moderator: *tbc*

- Innovative inclusion policies  
*Raquel Cortes, Deputy Head of Unit, DG EMPL, European Commission*
- Views on digitalisation and inclusion in the sector  
*Aileen Körfer, Director Services Policy and Digitalisation, UNI-Europa*
- Social initiatives in the industry  
*Sergio Verdasco, Commercial Director Ilunion (ES)*
- How digital innovation changes the game for both staff and business?  
*Anna Königson Koopmans, Tork (SE)*

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**13.30** Networking Lunch

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**14.30** **ROUNDTABLE 4:**  
*C for Circular Economy*  
Moderator: *tbc*

- How can services contribute to the circular economy?  
*Simona Bonafè, Member European Parliament*
- EU Ecolabel as a quality distinction  
*European Commission, DG ENV*
- Environmental impact of cleaning: views through the value chain  
*Véronique Vansteene, CRS Manager FEP (FR)*
- How is the industry integrating into the circular economy?  
*Alfonso Díaz del Río, Director for Strategic Markets Ferrovial Servicios (ES)*
- How circular economy provides business value?  
*Åsa Degerman, Essity (SE)*  
*Frank Vancaeyveld, CEO tana-Chemie GmbH – Werner & Mertz Group (FR/DE)*

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**16.15** Closing remarks  
The challenges ahead: EFCI's priorities for the next European legislative mandate.

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**16.30** Farewell Coffee

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