



## CONFERENCE 2019

Cleaning and  
Facility Services:  
shaping the industry  
for the future

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**9.00** Welcome coffee

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

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

- Presentation of the study "The Cleaning and Facility Services Industry in the past 30 years"  
*Barry Kitz, Manager, hkp/// RemuNet (NL)*
- 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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**10.30** ROUNDTABLE 2:  
*An innovative value chain*  
Moderator: *Katinka Worsøe, European Business Services Alliance*

- Innovation in SMEs: How to make SMEs fit for the digital challenge?  
*Véronique Willems, Secretary General SMEunited*
- Innovation in big groups  
*Olivier Colly, Information System Manager, Samsic (FR)*
- 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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**12.15** ROUNDTABLE 3:  
*Innovating in a labour-intensive industry*  
Moderator: *tbc*

- Public policy views on digitalisation and inclusions policies  
*DG EMPL, European Commission*

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- UNI Europa: 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/Essity (SE)*
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**13.30** Networking Lunch

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**14.30** ROUNDTABLE 4:  
*C for Circular Economy*  
Moderator: *Michelle Marshall, European Cleaning Journal*

- How can services contribute to the circular economy?  
*Simona Bonafè, Member European Parliament*
- EU Ecolabel as a quality distinction  
*Emmanuelle Maire, Head of Unit B1 (Sustainable Production, Products & Consumption), DG ENV European Commission*
- Environmental impact of cleaning: views through the value chain  
*Véronique Vansteene, CSR 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?  
*Frank Vancaeyveld, CEO tana-Chemie GmbH, Werner & Mertz Group (DE)*

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**16.00** Closing remarks  
The challenges ahead: EFCI's priorities for the next European legislative mandate.  
*Isabel Yglesias, EFCI's Director*

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**16.30** Farewell Coffee

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