



BRUSSELS  
The Square

28 JUNE 2019  
9.30-16.30

## CONFERENCE 2019

Cleaning and  
Facility Services:  
shaping the industry  
for the future



### BARRY KITZ (NL)

**Quantitative Data Lead and Network Manager, HKP/// REMUNET**

Barry Kitz leads the Data Analytics Group within hkp/// RemuNet and manages several of its Industry Sector Networks. He is also responsible for research on market trends such as workforce analytics, regional performance differences and the gender pay gap. He advises companies and their unions globally.

*hkp/// RemuNet brings companies together in "chartered" industry peer networks, that exchange information for mutual market insights. hkp/// RemuNet supports companies in applying comparative and predictive 'big data' analysis techniques to optimally manage their Human Capitals. Since 1996, it served many of the Global Fortune 500 as well as industry representative bodies, such as the EFCE.*



### VÉRONIQUE WILLEMS (BE)

**Secretary General, SMEUNITED**

Véronique Willems is the Secretary General of SMEUnited since 2017. She was the Head of European affairs at UNIZO (Belgian Organisation for the Self-Employed and SMEs), responsible for advocacy on policies affecting SMEs at EU-level. In 2016, she was nominated deputy to the SME-representative for Belgium at the European Economic and Social Committee.

*SMEUnited is the association of Crafts and SMEs in Europe, with around 70 member organisations. It represents national cross-sectoral Craft and SME federations, European SME branch organisations and associate members. It is the recognised employers' organisation and European Social Partner and represents SMEs' interests towards the Institutions, other stakeholders and in the Social Dialogue.*



### GIOVANNI RICCARDI (IT)

**CEO & Founder, SUPPLEAN**

Giovanni Riccardi started his career in the facility management field as B2B Sales Developer Manager in the Italian FM company Euro&Promos FM. He founded Supplean during his time there. He then moved to GSA S.P.A. In 2018, he decided to quit this job in order to focus solely on Supplean.

*Supplean is a B2B marketplace that connects supply and demand in the Facility Management market. It intends to assist in the search for new suppliers and to provide procurement managers with a platform to find relevant and up-to-date information. Supplean has been conceived to streamline the search operations by allowing access to financial statements, certifications, type and location of the offered services.*



### OLIVIER COLLY (FR)

**Chief Information Systems Division, SAMSIC**

Olivier Colly started his career as a developer and project manager and was further appointed Technical Director of a digital services company. He joined SAMSIC 12 years ago and is today in charge of its digital transformation and Information Systems. He manages projects supporting of the company's strategy.

*Samsic is one of the leaders of the business services sector in Europe. It develops, under Samsic Facility and Samsic RH, a range of services conceived to enhance work environments and human resources. Samsic Group is present in 25 countries in Europe and beyond and employs 90,000 people.*



### AILEEN KÖRFER (DE)

**Director Services Policy and Digitalisation, UNI EUROPA**

Aileen Körfer is responsible for topics related to the future of services and digitalisation in UNI Europa. Before joining UNI, she worked for the German trade union ver.di in Berlin, as well as in the German Bundestag and in the European Parliament.

*UNI Europa is the European trade union federation representing 7 million service workers. It represents 272 national trade unions in 50 countries. As European Social Partner for the cleaning sector, UNI Europa seats with EFCI in the Sectoral Social Dialogue.*



### SERGIO VERDASCO (ES)

**Chief Sales & Marketing Officer, ILUNION FACILITY SERVICES**

Sergio Verdasco began his career within the IT sector and managed the commercial activity of SERTEL, before becoming national director of Ilunion Contact Center BPO. In 2017, he joined Ilunion's Facility Services division, employing more than 23,500 people, of which 34 % have disabilities.

*Ilunion is part of the ONCE Social Group. Its main mission is to develop innovative business in order to provide labour integration for people with disability, maintaining the balance between economic and social objectives. Ilunion Facility Services is a global facility management outsourcing supplier, providing tailor-made services based on innovation and sustainability.*



### ANNA KÖNIGSON KOOPMANS (SE)

**Product & Marketing Manager, ESSITY**

Anna Königson is an experienced international marketing leader with a solid track record of delivering strong commercial results through cross-functional teamwork and engagement. She currently heads the global marketing for Tork EasyCube, Essity's facility management software that helps cleaning teams deliver better quality more efficiently.

*Essity is a global hygiene and health company dedicated to improving well-being through products and solutions. The name Essity stems from the words essentials and necessities. Essity's products reach approximately 150 countries under the leading global brands TENA and Tork. Essity has about 47,000 employees and is listed on Nasdaq Stockholm.*



### ALFONSO DÍAZ DEL RÍO DÍAZ DE BUSTAMANTE (ES)

**Strategic Markets Director, FERROVIAL SERVICES SPAIN**

Alfonso Díaz is the Strategic Markets Director within the Business Development Division of Ferrovial Services, developing the current activities of Ferrovial Services Spain and diversify them into new markets. He joined Ferrovial in 2008 in the US, where he participated in several public-private partnership projects.

*Ferrovial Services is an international provider of solutions designed to improve infrastructure's performance and optimise the operation of facilities. Ferrovial provides a broad range of specialised services and capabilities thanks to an extensive experience in managing complex projects and a focus on operational excellence.*



### SIMONA BONAFÈ (IT)

**Member of the European Parliament, ENVI Committee - Environment, Public Health and Food safety (Group of the Progressive Alliance of Socialists and Democrats)**



### FRANK VANCRAEYVELD (BE)

**CEO, TANA-CHEMIE & Head of division, WERNER & MERTZ PROFESSIONAL**

Frank Vancraeyveld has been active for most of his career in the industrial and institutional cleaning and sanitizing market (in companies like Henkel, Henkel-Ecolab and Ecolab). Since 2013, he has taken the helm of the Professional Division of the Werner & Mertz Group, where he is also member of the Board.

*tana-Chemie GmbH is part of the family-owned Werner & Mertz Group. Werner & Mertz has over 150 years of experience in the areas of cleaning and care and currently employs around 1,000 people. Through their brands tana PROFESSIONAL and green care PROFESSIONAL, tana-Chemie produces professional cleaning and hygiene solutions combining technical experience with creative innovation.*



### EMMANUELLE MAIRE (FR)

**Head of Unit 'Sustainable Production, Products and Consumption', DG ENVIRONMENT, EUROPEAN COMMISSION**

Emmanuelle Maire heads the team responsible for Sustainable Production, Products and Consumption at DG ENV, in charge of the EU Ecolabel, among others. She was Head of Unit for Multilateral Environmental Cooperation until 2018 and Head of Unit for the EU Internal Market in aviation between 2010 and 2015. Prior to that, she worked in the competition law's field.

*Unit ENV. B1 aims to facilitate the transition to a circular economy by (i) developing and implementing measures to reliably measure, compare and improve the environmental performance of organisations, products, services and technologies over their whole life cycle; and (ii) promoting the supply of greener products, services and technologies and greener consumer choices on the EU and global markets.*



### VÉRONIQUE VANSTEENE (FR)

**CSR Project Manager, FÉDÉRATIONS DES ENTREPRISES DE PROPRETÉ (FEP)**

Véronique Vansteene joined the cleaning sector in 2018, after several experiences in the agricultural and landscaping fields. She led a study on cleaning services companies' commitment to CSR policies and is currently participating in a study about the impacts of the cleaning industry on the environment.

*The FEP is the French employers' organisation representing cleaning companies. Since 1966, the FEP works with the government and local authorities as well as national intra-professional organisations. Through its 9 regional chambers, it advises its members and takes actions to improve the social and business environment in which cleaning companies evolve. The FEP is an active member of the EFCI.*



### JUAN DÍEZ DE LOS RÍOS (ES)

**President, ASOCIACIÓN PROFESIONAL DE EMPRESAS DE LIMPIEZA (ASPEL)**

Juan Díez de los Ríos is President of the Spanish Association of Professional Cleaning and will be taking over the EFCI's Presidency from June 2019. He has been working in the field of business services and facility management for more than 20 years and is also President of the technical committee of the magazine Facility Management and Services (FM&S).

*ASPEL represents the cleaning sector in Spain. It acts as the legitimate interlocutor in the cleaning sector of buildings and premises and promotes sector's interests before public authorities and other relevant stakeholders. The 16 companies and groups associated with ASPEL employ 45% of the workers in the cleaning sector in Spain.*



### MICHELLE MARSHALL (UK)

**Editor, EUROPEAN CLEANING JOURNAL (ECJ)**

Michelle Marshall is editor and founder of the ECJ (which was launched in 1993). She has been involved in the professional cleaning sector for almost 30 years. Marshall was instrumental in the launch of the annual European Cleaning & Hygiene Awards, the first pan-European awards programme for the industry.

*The ECJ is the only pan-European publication serving the professional cleaning sector. With a circulation of almost 23,000 cleaning professionals across Europe, the printed version is read by a targeted audience of contract cleaners, distributors, local authorities and other key purchasers. Thanks to the online version and the ECJ app, readership now extends around the world.*

**KATINKA WORSØE (DK)****Secretary General, EUROPEAN BUSINESS SERVICES ALLIANCE (EBSA)**

Katinka Worsøe is responsible for running EBSA's Secretariat and played an active role in the Alliance's establishment. She covers issues related to the internal market for services, digitalisation and circular economy. She has been working for the Danish Chamber of Commerce for 5 years.

*EBSA brings together the European associations within the business services sector and works on increasing knowledge, visibility and recognition of the business services industry. EBSA's vision is to achieve an internal market for business services in the EU, and to gain recognition for the important role business services play in the European economy.*

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**ISABEL YGLESIAS I JULIÀ****Director, EUROPEAN CLEANING AND FACILITY MANAGEMENT INDUSTRY (EFCI)**

Isabel Yglesias has been appointed EFCI's Director in June 2018. She studied law in Barcelona and specialised in EU Law in France and Belgium. She practiced competition law for over 10 years in a major Spanish Law Firm and in the European Commission. For nearly 4 years, she worked in State Aid control in the services sector.

*The EFCI is the voice of the European cleaning and facility services industry. EFCI's members represent 270,000 companies, employing more than 3,8 million people across Europe. The Federation is the recognised employer's organisation and European Social Partner. It communicates the industry's needs to the policy makers and promotes the sector's competitiveness and image at EU level.*

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