



BRUSSELS
The Square

28 JUNE 2019
9.30-16.30

CONFERENCE 2019

Cleaning and
Facility Services:
shaping the industry
for the future

www.efci.eu/conference2019



ROUNDTABLE 1



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 EFCI.



FRANK VENEMAN (NL)

Research Director and CFO, DUTCH ASSOCIATION FOR CLEANING RESEARCH (VSR) & Managing Director, MGB EUROPE

Frank Veneman started his career in the cleaning industry as biophysicist in 1984 and participated in the development of systems for Process Control and Quality Measuring. Ten years later, he became consultant to Eurotunnel PLC. Today, he heads the consultancy group MBG Europe, which works on facility services in the UK, Germany and the Netherlands.

VSR (Vereniging Schoonmaak Research/Dutch Association for Cleaning Research) is an independent platform for stakeholders (cleaning companies, clients, suppliers, consultants) in professional cleaning. VSR’s goal is to promote professionalism in the cleaning industry by being active in the fields of training, education and research. For instance, VSR conducts research in different types of cleaning sites to develop tailor-made quality measuring systems.



PETER ANKERSTJERNE (DK)

SVP, Head of digital FM and Workplace Experience, WEWORK & 2nd Vice Chair of IFMA’s Board of Directors

Peter Ankerstjerne has a very long experience in the cleaning and facility services industry. He is a Certified Outsourcing Professional and serves on the Strategic Advisory Board at the International Association of Outsourcing Professionals (IAOP). He has spent most of his career with the ISS Group, where he led the development of the Integrated Facility Services concept, from the idea to the implementation.

IFMA (International Facility Management Association) is one of the largest international associations for facility management professionals, supporting 24,000 members in more than 100 countries. This diverse membership manages 7 billion m2 of property and purchase 500 billion EUR products and services annually. WeWork is a community providing workspaces, and a physical and virtual platform to help companies grow together.

ROUNDTABLE 2

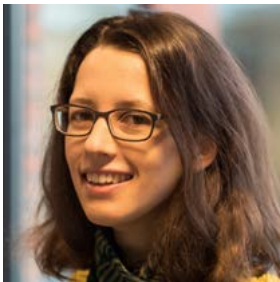


MAXIME CERUTTI (FR)

Director Social Affairs Department, BUSINESSEUROPE

Maxime Cerutti started his career at the French ministry of Foreign Affairs in Paris and at the European Youth Forum in Brussels. He joined BusinessEurope as social affairs adviser in 2007. As Director of the Social Affairs Department since 2012, Maxime Cerutti is currently responsible for a diverse portfolio of social affairs and labour market policy issues. He also coordinates BusinessEurope's engagement as a social partner in the context of the European social dialogue.

BusinessEurope is the leading European cross-industry employer social partner. The organisation speaks for all-sized enterprises in 35 European countries, whose national business federations are direct BusinessEurope's members. It advocates and negotiates to achieve a business friendly social policy environment in the European Union.



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 the 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 disabilities, 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.

ROUNDTABLE 3



ROBERT STRAUSS (UK)

Head of Unit 'Service Policy for Consumers', DG GROW, EUROPEAN COMMISSION

Robert Strauss joined the Commission in 1985 and held several positions since then. He joined DG Employment in 2001 as Head of the Knowledge Society Unit. In 2004, he became Head of Unit for Employment Strategy and was involved in the re-orientation of the Lisbon Strategy and the adoption of the Europe 2020 Strategy. From 2015, he headed the Country Reform Unit before becoming Head of Unit for Service Policy for Customer in DG GROW in January 2017.

The Directorate General for the Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) is responsible for competitiveness issues including further strengthening the Single Market for goods and services. Unit E1 has particular responsibilities for the implementation and development of the Services Directive. Its core objective is furthering the completion of the Single Market for Services.



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.



OLIVIER COLLY (FR)

Chief Information Officer, 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 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.



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.



MARCIN CZARKOWSKI (PL)

Head of Technical Operations Central & Eastern Europe, MULTI POLAND

Marcin Czarkowski started his real estate career at Metro Properties where he was responsible for all facility management activities for almost 160 assets. In 2015, he joined Atrium Poland Real Estate Management where he managed the Polish portfolio of the company. In 2019, he joined Multi Poland where he currently heads the FM activities in Poland, Ukraine and Slovakia.

Multi Poland is part of Multi Corporation, an integrated service platform for retail real estate assets, managing over 110 retail assets across Europe and Turkey. It offers a lot of services, including shopping centre operations, redevelopment, legal and compliance. Multi's retail properties welcome over 400 million customers annually.

ROUNDTABLE 4



SIMONA BONAFÈ (IT)

Member of the European Parliament, ENVI Committee and Group of the Progressive Alliance of Socialists and Democrats

Simona Bonafè started her political activity in 2002 with The Daisy Party ("La Margherita"). She was elected in 2014 as Member of the European Parliament. She has since been serving in the ENVI Committee. She is the parliament's rapporteur on the EU Circular Economy Package and represented the Parliament at the 2016 United Nations Climate Change Conference in Marrakesh.

The Committee on the Environment, Public Health and Food Safety (ENV) is a legislative Committee of the European Parliament. It is responsible for a wide range of policy areas including waste and resource management, air and water quality and the protection of biodiversity.



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 Multi-lateral 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 competition law.

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 PROPRIÉTÉ (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.



ARÁNZAZU MARTÍN PÉREZ (ES)

Business Development Regional Manager, FERROVIAL SERVICES

Aránzazu joined Ferrovial in 2017, where she focuses on Ferrovial Services activities in the North-West of Spain. She previously worked in Madrid's Regional Government as Adviser in the Department for Environment, Transport and Infrastructures. She is an Agricultural Engineer and holds a PhD in Economics from the University of Madrid.

Ferrovial Services is an international provider of solutions designed supporting the company's strategy, 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.



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.

SPEAKERS



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 and has gained insight into all aspects of the industry. Michelle 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.

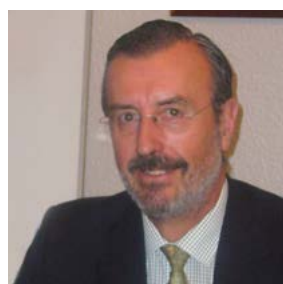
EBSA brings together the European associations within the business services sector and works on increasing knowledge, visibility and recognition of the business services industry. EBSA's vision is to achieve an internal market for business services in the EU, and to gain recognition for the important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



MATTEO MUSSINI (IT)
Founding Partner, MUST & PARTNERS

Matteo Mussini is a Brussels-based expert in EU public affairs. Between 2007 and 2009, he worked at the European Parliament to move afterwards into public affairs, founding MUST & Partners together with Luciano Stella in 2014. His expertise includes transport, energy and digital policy. He studied Philosophy and Philosophy of Economics as well as European Politics and Governance.

MUST & Partners is a public affairs boutique based in Brussels. MUST bridges the international business community with the EU Institutions, Brussels-based opinion leaders, trade associations, political entities and social partners. MUST currently offers its services in the fields of transport, food & health policy, integrated services, digital markets and energy.



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 promote the interests of the sector 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.



ISABEL YGLESIAS I JULIÀ (ES)
Director, EUROPEAN CLEANING AND FACILITY SERVICES 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.