



## CONFERENCE 2019

Cleaning and  
Facility Services:  
shaping the industry  
for the future

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### 09.00 Welcome coffee

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### 09.30 Welcome address

EFCI's President, *Juan Díez de los Ríos*

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### 09.45 ROUNDTABLE 1:

*An Industry in evolution*

Moderator: *Michelle Marshall, ECJ*

- The European Cleaning Industry 1995 – 2016  
*Barry Kitz, hkp/// RemuNet (NL)*
  - A forecast for the industry: where will it be in 10 or 20 years?  
*Frank Veneman, Dutch Association for Cleaning Research & MBG Europe (NL)*  
*Peter Ankerstjerne, IFMA & WeWork (DK)*
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### 10.30 ROUNDTABLE 2:

*An innovative value chain*

Moderator: *Katinka Worsøe, European Business Services Alliance*

- More innovation for a better single market for services in the EU  
*Robert Strauss, EU Commission DG GROW (UK)*
  - Innovation in SMEs: How to make SMEs fit for the digital challenge?  
*Véronique Willems, SMEunited (BE)*
  - Innovating in cleaning and facilities' groups  
*Olivier Colly, Samsic (FR)*
  - Innovating from the suppliers' side  
*Giovanni Riccardi, Supplean (IT)*
  - Clients' innovation expectations  
*Marcin Czarnowski, Multi & International Council of Shopping Centers (PL)*
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### 11.45 Coffee break

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### 12.15 ROUNDTABLE 3:

*Innovating in a labour-intensive industry*

Moderator: *tbc*

- Policy outline: Digitalisation, social innovation and 2030 Agenda  
*tbc*
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- UNI Europa: Views on digitalisation and inclusion in the sector  
*Aileen Körfer, UNI Europa (DE)*
  - Social initiatives in the industry  
*Sergio Verdasco, Ilunion Facility Services (ES)*
  - How digital innovation changes the game for both staff and business?  
*Anna Königson Koopmans, Essity / Tork (SE)*
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### 13.30 Networking Lunch

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### 14.45 ROUNDTABLE 4:

*C for Circular Economy*

Moderator: *Michelle Marshall, ECJ*

- How can services contribute to the Circular Economy?  
*Simona Bonafè, European Parliament (IT)*
  - EU Ecolabel as a quality distinction: strategy by the Commission  
*Emmanuelle Maire, EU Commission DG ENV (FR)*
  - Environmental impact of cleaning: views through the value chain  
*Véronique Vansteene, FEP (FR)*
  - How is the industry integrating into the circular economy?  
*Alfonso Díaz del Río, Ferrovial Servicios (ES)*
  - How does circular economy provide business value?  
*Frank Vancreayveld, tana-Chemie / Werner & Mertz Professional (BE)*
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### 16.00 Closing remarks

Challenges ahead and 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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