

BARCELONA, SPAIN 25 - 26 MARCH

CLEANING PRODUCTS EUROPE 2015

Novotel, Barcelona City, Spain
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Cleaning Products Europe is now in its 7th year and for 2015, Smithers Apex is pleased to be bringing the event to the beautiful city of Barcelona, Spain.

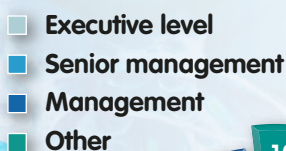
Supported by an expert advisory board, the Cleaning Products Europe agenda has been developed to provide a 360 degree view on forthcoming developments set to impact or disrupt the industry. Featuring perspectives from external stakeholders, retail and consumer brands, I&I industry leaders, textile manufacturers and raw material and chemical suppliers, the conference will present an integrated approach to working across the value chain.

This year's agenda will be chaired by a host of influential market leaders and will feature 20 expert speakers. It will generate discussions focused on driving the industry forward via collaboration, innovation and understanding the consumer profile; and will ensure the creation of innovative and sustainable products and business models for the future.

Plus, with the conference agenda organised around extensive time for networking and new additional learning opportunities, Cleaning Products Europe 2015 will be the ideal place for knowledge sharing with industry peers and building new contacts.

Cleaning Products Europe 2014 Delegate Profile

Job Function



Company Type



DAY 1 25 March

08:00 REGISTRATION AND MORNING REFRESHMENTS

- 09:00** Introduction from Chairman
[Mark Stalmans, Manager Scientific External Relations, Procter & Gamble](#)
- 09:10** Consumer Trends – Overview of the European landscape for detergents
[Speaker invited](#)
- 09:45** Kick out the jams, opportunities for a broader, global automatic dish washing market
[Ian Bell, Head of Homecare, Euromonitor International](#)

10:20 NETWORKING REFRESHMENT BREAK SOLUTIONS SHOWCASE OPPORTUNITIES AVAILABLE

- 11:00** Make the sustainable desirable, how packaging is a determining factor in consumer choice
[Tom Domen, Long Term Innovation Manager, Ecover](#)
- 11:35** Fragrance challenge as we approach 2020
[Shawn Blythe, VP Global Regulatory Affairs, IFF](#)

12:10 LUNCH AND NETWORKING BREAK WITH THOUGHT LEADER TABLES

- 13:25** Accelerating Innovation by Involving Crowds and Customers
[Frank Hatzack, Head of Innovation Development, Novozymes](#)
- 14:00** Innovation in the Detergent Industry – the role played by Private Label
[Dr Jim Gordon, Head of Innovation, McBride](#)
- 14:30** New Partnership Models for Accelerating Innovation
[Jon Hague, VP Open Innovation, Unilever R&D](#)

15:00 NETWORKING REFRESHMENT BREAK SOLUTIONS SHOWCASE OPPORTUNITIES AVAILABLE

TEXTILE MINI SESSION WITH 20 MINUTE PRESENTATIONS AND GROUP Q&A

- 15:40** Fibre and Finishes Research and Development in Retail
[Speaker invited](#)
- 16:00** Alternative Methods for Cleaning Fabrics with a Washing Machine
[Oscar Calvo, Researcher and Technical Coordinator of R+D Projects, AITEX](#)
- 16:20** Implications of modern fabrics for a sustainable future
[Sarah Adams, Technical project leader, Unilever Laundry Discover](#)
- 16:40** Manufacturers' Perspectives
[Speaker invited](#)
- 17:00** Speakers come together for dedicated Q&A to close the session
- 17:25** Closing remarks & review of key take-aways

17:30 NETWORKING DRINKS RECEPTION

DAY 2 26 March

08:30 MORNING REFRESHMENTS

- 09:00** Introduction from Chair
- 09:10** Exploring Innovations in the Marketplace- Overview, collaborations and other Case Studies
[Speaker from Procter & Gamble](#)
- 09:40** APEX: New Trends in I & I Dishwashing
[Andrew Leugers, Programme Leader- Warewashing, ECOLAB](#)

10:10 NETWORKING REFRESHMENT BREAK SOLUTIONS SHOWCASE OPPORTUNITIES AVAILABLE

CHEMICALS MINI SESSION WITH 20 MINUTE PRESENTATIONS AND GROUP Q&A

- 10:55** Current Challenges Facing the development of ingredients for the Cleaning market - Innovation vs. sustainability
[Farooq Alam, Global Strategic Marketing, Dow Chemical](#)
- 11:15** Innovation in Bio-Based ingredients
[Grace Chou, Director, Strategic Programs, DuPont](#)
- 11:35** QCM-D for Analysing surfactant efficiency in real-time using standardized soil stains
[Fredrik Andersson, Application Scientist Q-Sense, Biolin Scientific AB](#)
- 11:55** Case Study: tbc
[Speaker: TBC](#)
- 12:20** Speakers come together for dedicated Q&A to close the session
- 12:40** LUNCH AND NETWORKING BREAK
- 13:55** CLP challenges: which changes are ahead – how to prepare for the consumer
[Peter Douben, Director and Founder, REACHWise](#)
- 14:25** Steering sustainability progress: the value of common sectoral approaches
[Valerie Sejourne, Director Communications & Sustainability, A.I.S.E.](#)
- 14:55** Confronting Sustainability: The Retailer-Consumer Challenge
[Brian Sansoni, Vice President - Sustainability Initiatives, ACI](#)
- 15:25** Closing remarks & review of key take-aways
Evaluation form prize winner announced
- 15:35** End of Conference



VENUE

Novotel Barcelona City, Spain

Explore the beautiful Spanish city of Barcelona from the Novotel Barcelona City Hotel. Conveniently located in the heart of the city on Avenida Diagonal, one of the city's main streets, the hotel is just 50 meters from Jean Nouvel's Agbar Tower.

How to book your accommodation

Reservations for the event should be made by individual attendees.

To book your accommodation at the special rates exclusive to Cleaning Products Europe 2015 delegates, visit www.origineventsaccommodation.co.uk or contact **Claire Aitken** on claire@conference-initiatives.co.uk for further assistance.

Any further information required to do with the venue, please contact **Sharon Garrington** on sgarrington@smithers.com for more details.



ATTEND FOR FREE

See how your business can benefit as a Smithers Apex member with free places at events and a host of online resources.

Smithers Pira's Home and Personal Care Member companies get **3 FREE places** to attend Cleaning Products Europe 2015!

Here's how members can claim their free conference place:

1. Go to www.smithersapex.com/membership
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Sponsoring or exhibiting at Cleaning Products Europe is the perfect opportunity to connect with your customers, both current and future - in person. For more information and to discuss the right packages for you, contact **Cherrie Pickard** at +44 1372 802 186 or cpickard@smithers.com.

Customise your Package

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