

Consumers are taking cleaning more seriously because of COVID-19. Consumers are increasingly expecting products to be safe and clean effectively but also takes care of the environment. Hence brands that create formulations which offer efficacy and sustainability will have a better chance of success.

What steps are the cleaning sector taking to develop cleaner, greener products and provide long-term solutions for a cleaner world? This April, Unilever, LanzaTech and India Glycols launched world's first laundry capsule in market made from industrial carbon emissions! Procter & Gamble (P&G), Durham University, and Imperial College were awarded millions of pounds in Government funding in July this year to re-invent everyday cleaning products to meet the world's sustainability challenges, with the goal of assisting the UK in achieving Net Zero by 2050 and meeting the complex global challenges of water scarcity, energy consumption, and decarbonisation.

With advancements in biotechnology, more enzymes, probiotics, and biosurfactants are becoming commercially available, shifting the industry towards new ways to clean. This will also help reduce our reliance on petroleum-based chemicals and synthetic manufacturing.

CMT's Sustainable Cleaning Products, Innovation and Markets virtual conference on 9 Dec 2021 at 14:00 CET (GMT +1) brings together leading industry experts to share their initiatives, innovations, and expectations in the value chain.

Register with your team today. Contact grace@cmtsp.com.sg for more info.



Virtual Networking Interactions



Live Q&A with Speakers

More info on virtual meet

<https://www.cmtevents.com/aboutevent.aspx?ev=211276&>

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Sustainable CLEANING PRODUCTS, INNOVATION & MARKETS

9 DECEMBER 2021, 14:00 CET (GMT+1) / 08:00 EST (GMT-5)

SPEAKERS



(Chairman)
DAVID J SMITH
Director
DJS Process Consulting Limited



CATALINA FLORES
Research Analyst
Euromonitor International



DR. ANDRE CHIEFFI
R&D Senior Manager
Reckitt



BABETTE PETERSEN
Vice President - Europe
LanzaTech



GREG SMITH
Vice President, Sales & Marketing
Locus Performance Ingredients



DR. DOROTA SENDOR-MÜLLER
Head of Product Development
- Automatic Dish Washing & Powder
Mibelle Group



KEVIN LUO
Senior Research Associate
- Microbial Cleaning
Novozymes



MARK SMERZNAK
Vice President, R&D
- Fabric and Home Care, and New Business
P&G

9 December 2021, Thursday

9 December 2021, Thursday		14:50	FUTURE OF CLEANING PRODUCTS IN THE AMERICAS: FROM BREAKING SILO WALLS TO GLORIFIED FRUGALITY IN INNOVATION AND CONSUMER REACH	15:50	CO2 RECYCLING FOR CARBONSMART CLEANING
14:00	Chairman's Welcome & Introduction David J Smith Director DJS Process Consulting Limited	14:50	Ms. Catalina Flores, Research Analyst Euromonitor International	15:50	Ms. Babette Pettersen Vice President - Europe LanzaTech
14:05	ACCELERATING SUSTAINABLE INNOVATION AT P&G Mr. Mark Smerznak Vice President, R&D - Fabric and Home Care, and New Business P&G	15:10	DR. DOROTA SENDOR-MÜLLER Head of Product Development - Automatic Dish Washing & Powder Mibelle Group	16:10	RETHINK CLEAN WITH ACTIVE PROBIOTICS Mr. Kevin Luo, Senior Research Associate - Microbial Cleaning Novozymes
14:30	HYGIENE & CLEANING PRODUCTS INNOVATION & MARKET TRENDS Dr. Andre Chieffi R&D Senior Manager Reckitt	15:30	Virtual Networking at CMT Meet (20 mins) <i>(During this 20 minutes interval, participants may chat, video call each other or have group video networking)</i>	16:35	FUTURE OF NEXT GENERATION BIOSURFACTANTS IN CLEANING PRODUCTS Mr. Greg Smith Vice President, Sales & Marketing Locus Performance Ingredients
		17:00		17:00	End of Event and CMT Meet will continue to remain open for the next 24 hours to allow participants to enjoy extended networking time.