

Manifesto for a competitive, sustainable and efficient **cleaning** and facility management industry



Ace Events, Brussels



6 March 2024 | 17:30

PROGRAMME

17:30 **Arrival and Registration**

17:45 **Welcome and introduction**

Lorenzo Mattioli, President of EFCE, illustrating the priorities for the next EU legislative mandate

18:00 **Opening remarks: a contribution from**

*MEP Salvatore De Meo, (video message), IMCO Committee, EPP
MEP Carlo Fidanza, IMCO Committee, ECR*

18:20 **Panel debate: For a competitive, sustainable and efficient European cleaning industry – how the sector contributes to the EU economy?**

*Philippe Jouanny, President of FEP – France
Avril McCarthy, President of ICCA – Ireland
Lorenzo Mattioli, President of EFCE and ANIP Confindustria - Italy
Tanja Cuijc, Board Member of BIV - Germany*

*Moderated by **Dave Keating**, Brussels Correspondent at France 24*

Followed by Q&A

19:10 **Closing Remarks**

*Next steps and future prospects for synergies in the labour-intensive sector, with **Matteo Matarazzo**, EFCE Director General, and **Paolo Valente**, Vice-president Fondazione LIFE*

19:15 **Start of the cocktail reception**

EFCI'S PRIORITIES AHEAD OF THE 2024 EU ELECTIONS

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Lorenzo Mattioli

President of EFCI and ANIP Confindustria - Italy

Lorenzo Mattioli is the President of the EFCI since June 2022. He brings an experience of over 20 years in the facility services sector, as well as a commitment to social dialogue and the recognition of the service industry. He is the President of ANIP-Confindustria, the Italian association of cleaning services companies and of Confindustria Servizi HCFS. He is also Member of several committees in Confindustria, and Board member of the local section of Confindustria Pescara. In parallel to his association duties, Lorenzo Mattioli is currently the Business Strategy Senior Advisor for Sicuritalia, one of Italy's most important companies in the field of security and facility management.



Salvatore De Meo

Member of the European Parliament, IMCO Committee, EPP

Chair of the Committee on Constitutional Affairs of the European Parliament. He dedicated his life to his territory where has been actively involved in politics since 2001, when he became councillor first, and then served as mayor of his hometown Fondi for 10 years. At the European Parliament, he is Member of the Committee on Agriculture and Rural Development and holds the role of substitute Member in the Committee on the Internal Market and Consumer Protection and the Committee on Industry, Research and Energy".



Carlo Fidanza

Member of the European Parliament - IMCO Committee, ECR

In 2006 he was elected as a local councillor in the city of Milan, where he served as chair for his party. At the 2009 European elections he was elected in the Italian North-Western constituency, in the AGRI and TRAN Committees. In 2012 he is one of the founders of the Brothers of Italy, chairing its delegation at the European Parliament. He is elected as Member of the Italian Parliament for the Brothers of Italy party in 2018. In 2019 he runs for the European Parliament and is elected for a second mandate. He currently sits in the TRAN and IMCO committees and chairs the Italian delegation to the European Conservative and Reformists group (ECR).



Philippe Jouanny

President of FEP - France

Graduate in Ethology and Natural Sciences from the University of Paris. In 2005, he founded his own cleaning company, NEOVA, with 520 employees in the Île-de-France region. In 2007, he established SANET, employing 350 people in Nantes; both companies are committed to sustainable development and corporate social responsibility (CSR). From June 2007 to December 2018, he held the position of 1st Vice President of the Federation of Cleaning Companies (FEP). President of the FEP since 2019 (re-elected in June 2022), plays a crucial role in the main employers' organization for the cleanliness and hygiene sector. He is also the founding president of the "Club Gravelle Entreprendre" and a board member of the "Le Rameau" association, fostering shared interests between associations and businesses. Remaining dedicated to high-level sports, he serves as a leader at the Racing Club de France.



Avril McCarthy

President of ICCA - Ireland

With over two decades in the cleaning industry, Avril McCarthy is the dynamic General Manager at Derrycourt Cleaning Specialists. As the ICCA Chairperson since 2016, Avril shapes the industry with visionary leadership and equitable labor practices. Additionally, her role as the Longest Serving Member of the Irish Joint Labour Committee and Board Member of EFCI reflects her commitment to advancing the cleaning industry both nationally and internationally.

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Tanja Cujic-Koch

Board Member of BIV - Germany

Co-managed the family business in Berlin for the past 25 years. Her journey began during business administration studies at the Technical University of Berlin and the University of Applied Sciences for Economics, where she explored the cleaning industry, a passion that eventually defined her career. Beyond professional commitments, she actively participates in volunteer work. Privately, she finds joy in travel, sports, and immersing herself in Berlin's cultural offerings.



Matteo Matarazzo

Director General of EFCI

is the Director General at the European Cleaning and Facility Services Industry since late 2022. He is an Italian national and started his career in EU affairs in 2010 working for the European Commission. With a long experience in EU social affairs, he has worked as the director of another EU social partner organization prior to joining EFCI.



Paolo Valente

Vice-president Fondazione LIFE - Italy

Paolo Valente, architect and strategist manager, serves as Vice President of the LIFE Foundation, Communication Head for Confindustria Servizi HCFS, and Secretary General of ANIR Confindustria. Paolo Valente has focused on innovative architectural design, city planning, and strategic communication. As the founder of SAVB.eu S.r.l. and director of LIFE Labour Intensive Facility Event, he received recognition for promoting facility management best practices, winning the Forum PA Special Award in 2019 and the European Cleaning and Hygiene Award in 2022.

The Moderator



Dave Keating

Brussels Correspondent at France 24

Known for insightful reporting and conference moderation, Dave's background includes work as a correspondent reporter, live in-studio analyst, and news producer. With a degree from New York University and a Masters in Journalism from Northwestern University, he brings a rich perspective to his journalistic endeavors.