

Programme of XV International Conference for Detergent Industry, 19th May 2026

9:00-9:10	Conference Opening		
I PANEL / MARKET, TRENDS, LEGISLATION			
9:10-9:30	Legislative changes in the area of biocidal products – new obligations and challenges for the industry	Agata Jurek-Iwińska Technical and Regulatory Affairs Specialist	Polish Association of the Cosmetic and Detergent Industry
9:30-9:50	Current and planned changes to the REACH and CLP regulations and their impact on the detergent industry	Kinga Wasilewska Senior Expert in REACH & CLP	THETA Consulting Sp. z o.o.
9:50-10:10	The brain, emotions, and the smell of freshness – a psychological and market perspective on purchasing decisions in the detergent industry	Joanna Florczak-Czujwid Director of the Marketing Research and HR Department	ASM Research Solutions Strategy Sp. z o.o.
10:10-10:30	The new EU detergents regulation: labelling, digitalisation and compliance readiness	Ewa Giezek Representative in Poland, Legislation and Sales Specialist	EPY S.r.l.
10:30-10:50	New legal requirements for the design of detergent packaging under the PPWR – key challenges for the detergent industry	Marcelina Izydorczyk Associate, Attorney-at-Law	Kieszkowska Rutkowska Kolasiński Kancelaria Prawna Sp. J.
10:50-11:00	Financing tailored to the needs of the detergent industry	Katarzyna Wędrowska expert at the Entrepreneur Service Center in Warsaw	Industrial Development Agency JSC
11:00-11:30	Coffee break		
II PANEL / RAW MATERIALS, PART I			
11:30-11:50	Innovatively modified smectite clays as rheological additive for strongly reactive systems with oxidizing components	Jessica Gödeker Lab manager End-Use Home Care	BYK-Chemie GmbH
11:50-12:10	PurePaws: innovative cleaning solutions for pet homes	Silvia Jentsch Applied Technology Manager	Evonik Operations GmbH
12:10-12:30	The role of Dequest® carboxymethyl inulin biopolymer as sustainable solution in autodish, laundry and surface care applications	Vincent Cuendet Sales Manager Daniele Ciferri Global Technical Development Manager	Italmatch Chemicals
12:30-12:40	Gemini surfactants – a new cleaning power for the detergent industry	Bogumił Brycki Director of Research and Development	GemSur Sp. z o.o.
12:40-13:30	Lunch break		
III PANEL / RAW MATERIALS, PART II			
13:30-13:50	Smart formulation for modern habits: enzyme-based detergents for quick, cold washes	Oliver Schaller Product Marketing Manager EMEA	Univar Solutions
13:50-14:10	Revolutionizing liquid laundry detergents with a novel biobased anti-redeposition polymer	Steffen Brülls Senior Researcher	Nouryon Surface Chemistry AB
14:10-14:30	Laundry detergents: small format drives the big growth	Matthias Froehlich Account Manager Personal & Home Care	Clariant SE
14:30-15:10	Coffee break		
IV PANEL / RAW MATERIALS, PART III			
15:10-15:30	Skinification of home care	Thomas Krawietz Technical Service Manager	Vantage Specialties Germany GmbH
15:30-15:50	Reducing the ecological footprint in home care: strategies for extending preservation with sodium benzoate	Matthias Kunze Business Development Manager	LANXESS Deutschland GmbH
15:50-16:10	Mastering the evolving regulatory and formulation challenges for home care preservation	Martina Helderemann global technical manager	Arxada AG
16:10	Conference closing		