



## SEMINAR PROGRAMME ANNOUNCED FOR ISSA/INTERCLEAN AMSTERDAM 2016

Organisers of ISSA/INTERCLEAN Amsterdam have published details of the ISSA Educational Seminar programme at the event, which takes place 10th-13th May 2016 and is expected to attract more than 30,000 attendees from over 130 countries.

Focusing on some of the biggest issues facing the cleaning and hygiene industry today, the programme, running on 10th and 11th May, includes topics as diverse as: opportunities created by the circular economy, how to make the most of advances in data gathering, adapting to changes in the industry supply chain and growing profitability against a background of cost pressures.

The seminar programme also includes a series of industry trend updates taking place in the InnovationLAB at the show. These are a series of 15-minute rapid-fire presentations designed to bring visitors quickly up to date with a range of industry trends and issues and will run from 12:00 to 14:30 each day.

The recently released European Union action plan for migrating to a more circular economy will impact a variety of areas intersecting with the commercial cleaning sector. Attendees to the 'Cleaning Opportunities in the Circular Economy' seminar will learn what part their organisation can play in increased sustainability and how to leverage success in this area to differentiate from competitors and add value to customers.

The potential productivity revolution offered by the Internet of Things and Big Data will only happen in the cleaning and hygiene industry if organisations can successfully identify the high-value, target-rich data that will have the largest impact. 'The Internet of Things: How Do We Leverage So Much Data?' will reveal to delegates how to harness available information for maximum impact.

Elsewhere, 'The Supply Chain Shake-up: How Will You Survive And Thrive' will be a panel discussion covering manufacturer and distributor relationships at a time of rapid change within the commercial cleaning supply chain. It will outline how best to address the challenges posed by online ordering, retail superstores and vertical-market competition.

Convincing the end customer that cleaning is worth paying for against a background of downward price pressure can be one of the biggest

challenges today. 'Changing the Conversation from Cost to Profit' will be a must-attend session for organisations as diverse as commercial cleaning providers, distributors and suppliers. While in 'Lease Vs Buy: Harnessing Untapped Potential', a panel of industry experts examines the business case for leasing versus buying equipment for cleaning companies and in-house organisations.

European Union studies estimate that for every euro businesses invest in occupational safety and health, there is a return of €2.2. 'Selling Clean: Connecting Safety and Risk Management' will reveal how quality cleaning improves safety while lowering risk and cost for any facility type.

ETS will share the latest research on hand hygiene and optimal drying. In an in-depth session the results of the most recent study into optimal hand drying, including key facts and figures for preventing the spread of viruses are discussed with Emeritus fellow microbiologist Keith Redway from the University of Westminster and a presentation by leading medical microbiologist Professor Mark Wilcox of the University of Leeds and Leeds Teaching Hospitals on his new, real life based hospital study.

[www.issainterclean.com](http://www.issainterclean.com)