



Fabric and Home Care

World Conference

October 28–31, 2018 | Boca Raton Resort & Club | Boca Raton, Florida, USA

Fabric and Home Care World Conference aims to help attendees navigate future industry disruptions

From the role of robotics in home cleaning to understanding what consumers really want in natural and organic products, the 2018 Fabric and Home Care World Conference will provide attendees with a forum to discuss cutting-edge technologies and shifting trends affecting the future of the fabric and home care industry.

Over 600 industry leaders are expected to convene at the conference, which will be held at the Boca Raton Resort in Boca Raton, Florida, on October 28–31, 2018. This is the first time in its 40-year history the conference will be hosted in North America.

Not only will this year's conference take shape on a new continent, but it will also provide attendees with insights into how future industry innovations and disruptions will shape the global fabric and home care industry.

“The scale and pace of economic change over the past 30 years is historically unprecedented,” according to Sree Ramaswamy, Partner at McKinsey & Company, who will be one of the keynote speakers at the conference. “Ongoing technological and demographic trends will accelerate the changes, and businesses need more external focus, greater agility, and a growth — not defense — strategy.”

Including Ramaswamy, the conference program features four keynote speakers as part of three days of future-focused presentations:

- João Benjamin Parolin, CEO of Oxiteno, “New Technologies and Their Impact on the World of Cleaning”
- Sree Ramaswamy, Partner at McKinsey & Company, “No Ordinary Disruption: Global Business and Economic Trends”
- Stephan Füst-Molnár, President of Henkel North America Consumer Goods, “Shaping the Future — How to Navigate the Global Transformation”
- Michitaka Sawada, President and CEO of Kao Corporation, Japan, “Connecting With Care: Human-Centric Innovation Across the Industry”

In addition to the keynote speakers, other industry leaders will provide insights into how businesses can adapt with agility and digitization to industry shifts while also making efforts to grow sustainably. For example, Zeynep Yalim Uzun, Chief Marketing Officer at Arcelik A.S., will discuss how the home of the future, a smart home filled with connected appliances, will propel the digital transformation of products and services to keep pace with an increasingly digitized living space.

FabricHomeCare.aocs.org

Mail Address: AOCS, P.O. Box 17190, Urbana, IL 61803-7190 USA | **Phone:** +1 217-359-2344 | **Fax:** +1 217-351-8091 | **Email:** meetings@aocs.org

However, consumers are not the only ones who can benefit from disruptions. Businesses can leverage digital transformation to streamline operations, and the conference program includes speakers who can help attendees see new ways to operate their business more efficiently. Yannis Skoufalos, Global Product Supply Officer at The Procter & Gamble Company, will present on how supply chains can leverage digital technologies. As part of his presentation, Skoufalos will discuss how, in the not too distant future, new digital supply systems will enable personalization, efficient distribution and true direct-to-consumer business models.

These shifts in technology reflect shifts in consumer demands and preferences — from how consumers access and use their products to the ingredients of which products are made. Anticipating what consumers want can be the most difficult aspect of researching and implementing new products. The content of the conference program, including several networking events, aims to help attendees navigate how changing preferences of consumers will necessitate changes in business plans and models.

For example, when it comes to developing and marketing natural and organic products, appealing to consumer demands means understanding how consumers define “natural” and “organic,” something consumers are not always sure of themselves. To help attendees better understand consumers in the natural and organic space, the program features Todd Wichmann, President, CEO, and Founder of HealthPro Brands Inc., who will discuss the drivers behind consumer demand for natural and organic products in home cleaning and what the implications are for the industry.

To connect attendees with the latest and upcoming products and services, the conference’s Exhibition is expected to host over 50 companies and organizations, including key suppliers of equipment, chemicals and services from the industry. In addition, the Exhibition will also feature e-poster presentations, which will allow presenters to highlight new research and innovations.

Between insights offered by industry leaders, several networking events and the Exhibition, the 2018 Fabric and Home Care World Conference will help attendees ensure they are on course in a rapidly evolving industry. Learn more at fabrichomecare.aocs.org.

FabricHomeCare.aocs.org

Mail Address: AOCs, P.O. Box 17190, Urbana, IL 61803-7190 USA | **Phone:** +1 217-359-2344 | **Fax:** +1 217-351-8091 | **Email:** meetings@aocs.org