

GENERAL ASSEMBLY WELCOMES NEW A.I.S.E. PRESIDENT & MEMBER COMPANIES

A.I.S.E. press release

19 June 2024

Brussels, 19 June 2024 - During its annual General Assembly, A.I.S.E., the voice of the detergents and maintenance products industry in Europe, confirmed the appointment of Florian Vernay, Unilever Vice-President Corporate Affairs, Communications and Sustainability, as its new President for 2024-2026. For the period from today until June 2026, Florian will be joined at the helm of the association by Vice-Presidents Nadia Viva (P&G) and Virginie d'Enfert (FHER), Arndt Scheidgen (Henkel) as Treasurer and recently appointed A.I.S.E. Director General Alexis Van Maercke.



A lawyer and political scientist by training, Florian has nearly two decades of experience in European and global roles across communications, governmental relations and sustainability strategy. Florian is a long-standing member of Unilever Home Care executive team and is passionate about driving growth through ever more sustainable innovations.

"I am honoured to take over this role from Nadia and thank her for her enormous drive and tenacity during a turbulent four years for the industry in Europe. Together with the Board, the strength of our membership and Alexis Van Maercke's hard working

*team, I know we are in a good position to continue contributing to the legislative revisions that are underway. This industry is essential to Europe and a substantial contributor to the economy. The latest market data confirms this, with an annual value of **€45,5 billion** (**€36,3 billion** from household care sector, and **€9,2 billion** from the professional cleaning and hygiene sector). A.I.S.E. will continue to strive for a truly Single Market for our industry that enhances industry innovation and growth.*

Florian succeeds Nadia Viva who held the post for two terms from 2020 and who was today appointed Vice-President to ensure continuity. Reflecting on her four-year mandate as President, Nadia shared some thoughts at today's handover: *"It has been a privilege to be A.I.S.E.'s President. This is an amazing association representing an industry that has important benefits for our modern convenient society. We have faced unprecedented challenges during my term, but thanks to the strength of the network and the commitment of 70 years of cooperation, A.I.S.E. remains a trusted voice for our stakeholders. I look forward to further contributing to A.I.S.E. as Vice-President"*.

In line with the change in presidency, the composition of the A.I.S.E. Board has been adapted (view [A.I.S.E. Board members](#)).



A.I.S.E. network welcomes six new member companies

The General Assembly also approved today the membership of six new member companies, bringing the total membership of A.I.S.E. to 29 national associations, 19 corporate members, and 23 associate members.

New associate members:

- [Nippon Shokubai](#) represented by Mr. Franky De Wilde
- [Syensqo](#) (ex Solvay) represented by Mr. James Wilson
- [Milliken](#) represented by Mr. Dirk Vanhee
- [Kandelium Care](#) represented by Mr. Joel Geny
- [ICL](#) represented by Ms. Julia Dempe

New corresponding corporate member:

- [Beyaz Kagit](#) represented by Ms. Tugba Baycan

About A.I.S.E.

A.I.S.E. represents the detergents & maintenance products industry in Europe. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators since 1952. Membership consists of 29 national associations across Europe, 19 corporate members and 23 value chain partners.

Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe. Committed to promoting sustainable practices and innovation, A.I.S.E. collaborates closely with European institutions, industry stakeholders, and the public to enhance the sector's environmental protection, user safety and regulatory compliance efforts.

Read more on A.I.S.E.'s new website: www.aise.eu

Contact: Aisling O'Kane aisling.okane@aise.eu

