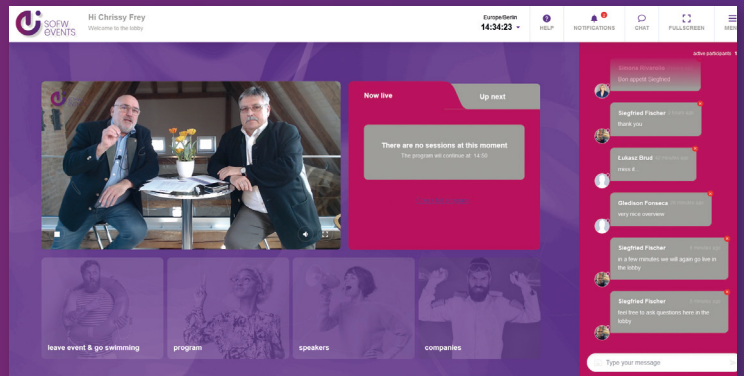




SOFW eVENTS virtual: a review

- „The future of cleaning“
- „SpringTIME to innovate.“



Dr. Hans Jürgen Scholz, 1st Chairman of SEPAWA e.V. and Managing Director at IPPM Technologies, and Robert Fischer, General Manager and Editor in Chief at SOFW, moderated the Home Care Event and were available live to answer participants' questions.

On **March 25, 2021**, the virtual home care event „The future of cleaning“ took place.

More than **500 registered participants** from **53 countries** reflected how important the digital exchange of information is at times when on-site exhibitions cannot take place.

Visitors had the chance to listen to seven interesting presentations, make new contacts and discuss with **the exhibitors**:

- **Ashland LLC,**
- **Celanese Europe B.V.,**
- **Corbion,**
- **Emerald Kalama Chemical,**
- **Evonik Industries AG**
- **Harke Group** - at the virtual booth.

The lecture topics ranged from new challenges in hygiene due to COVID-19, washing processes and disinfectants to the increased use of biological ingredients and preservatives in the home care industry.

On average, more than **100 participants** attended each presentation in the lecture rooms.

On **April 15, 2021**, we followed up with our first virtual event for the personal care industry, themed: „SpringTIME to innovate.“

Six companies:

- **CLR Berlin,**
- **MC Beauty Science GmbH,**
- **ProTec Ingredia,**
- **Provital S.A.U.,**
- **Roelmi HPC SRL**
- **Woresan GmbH**

presented their latest product developments: from the beauty trends CBD and hemp oil, as well as anti-aging products for a pink complexion, to decorative cosmetics and anti-inflammatory, skin-soothing ingredients, to a rebalanced skin microbiome that leaves the skin glowing healthy and young - real all-rounders for the skin!

Additionally, sustainable sourcing of ingredients, reduction of CO₂ emissions in supply chains and product manufacturing, upcycling and bio-based ingredients were also a major consideration.

In line with this, the keynote presentation by **Dr. Alex Föller, Secretary General of TEGEWA e.V.**, referred to the „European Green Deal“ and explained how the chemical industry can contribute to the goal of becoming climate neutral by 2050.

We have already successfully run two eVENTs and the **next SOFW eVENT** highlight is on the horizon:

„Here comes the SUN - TakeCARE!“ will take place on **June 17, 2021**



For **more information** on this and all upcoming eVENTs please visit:
<https://www.sofw.com/de/events/sofw-events>
 or write an email to:
 eVENTS@sofw.com