

**ETSA's international information Session  
on Friday, 19 October 2018 10:30-12:30  
at ExpoDetergo 2018 (Milan, Italy, 19-22 Oct 2018)  
in room A at the LEM 1**

*Programme (updated on 23 May 2018)*

**Showcasing projects carried out by National Associations worldwide to promote textile services**

- 1. Sustainability, quality, innovation and development of the Italian laundry market – *Marco Marchetti, President of Assosistema (Italian National Association)***  
Best practices of Assosistema.
- 2. Themes and topics TRSA are working on to support and benefit members – *Kevin Schwalb, Vice President of Government Relations and Ken Koepper, Marketing/PR Director of TRSA (US National Association)***
- 3. Raising our profile and supporting our members – *Philip Wright, CEO of TSA (UK National Association)***  
New TSA strategy to (1) raise the profile of our sector through initiatives such as an economic impact report; (2) improve the technical support we provide access to for our members; and (3) support education and training of staff at all levels through courses and provision of resources. TSA Economic Impact study: (1) technical support through our Knowledge Networks; (2) training: our apprenticeship plus management training and support.
- 4. Current projects for textile services in Germany – *Daniel Dalkowski, Head of the Berlin office/communications of DTV and Andreas Marek-Managing Director of Wirtex (German National Associations)***
- 5. OPL vs textile service – *Anna Bernstad Saraiva Schoft, AF Infrastructure AB, for the Swedish National Association***  
Professional laundry service or on-premise laundry (OPL) – what is more sustainable in relation to their environmental, social and economic aspects. This presentation will explain the results from the study. Focusing on certain examples from the report.
- 6. Selected recent projects for textile services in Australia – *Anthony Kingsley, Board Director of Laundry Association Australia***
- 7. Recent projects – *Robert Long, Secretary General of ETSA (European Textile Services Association)***  
Brief introduction as to how ETSA supports our members and the textile services industry. Ongoing studies providing data to help promote textile services as a sustainable and cost effective circular economy of the future.