

Biographies speakers



Mariam Zaidi, Moderator

Mariam Zaidi is a news anchor and reporter, corporate host, moderator and podcaster. Ms Zaidi is a politics and foreign affairs specialist.



Edi Snaidero, EFIC President

Edi Snaidero is EFIC President since March 2021. Mr Snaidero is chairman of the Board of Directors of Snaidero Rino SpA and representative of the kitchen sector within the Italian federation for the Woodworking and Furniture Industries, FederlegnoArredo. During his thirty years' experience in building a pan-European group, he acted as CEO or Chairman of several companies in different European countries.



Prof. Dr. Sascha Peters, Haute Innovation

Hon. Prof. Dr. Sascha Peters is founder and owner of the material and technology agency HAUTE INNOVATION in Berlin. Over the past 20 years Peters has gained extensive experience in various functions as a scientist, innovation consultant and design engineer. Sascha Peters is author of various specialist books on sustainable raw materials, smart materials, innovative production techniques and energetic technologies.



Maila Puolamaa, European Commission, Principal Administrator on Forest-based industries at GROW I.1 - Energy Intensive Industry & Raw Materials

Maila Puolamaa is Principal Administrator on Forest-based and Related Industries in the Raw Materials Unit of the European Commission's Directorate-General for Growth (GROW I.1)



Elmar Duffner, CEO at Vivonio Furniture and VDM President

Elmar Duffner has been the CEO and Managing Director of Vivonio Furniture Group since 2014. Vivonio, based in Munich, Germany, is a growing and expanding group of leading European furniture manufacturers. Mr Duffner is a recognised expert in the furniture industry and has been President of the German Furniture Industry Association (VDM) from 2008-2014 and again since November 2020. He is also a member of the advisory board at the Cologne Trade Fair.



Giovanni del Vecchio, CEO at Giorgetti

Giovanni del Vecchio has been Managing Director of Giorgetti - Italian manufacturer of finely crafted furniture - since 2015 and shareholder together with Progressio SGR Fund. Mr Del Vecchio has worked for over fifteen years in the design sector and since 2017 Mr Del Vecchio is a member of the Board of Directors of Assarredo, the Italian national association of furniture manufacturers, part of FederlegnoArredo.



Stina Wallström, Public Affairs Manager IKEA Range and Supply

Stina Wallström is Public Affairs Manager for IKEA Range and Supply. Ms Wallström leads regulatory affairs projects aiming to make sure that IKEA's vision of safe, sustainable and affordable products is supported by up-to-date legislation. Since 2018 she is President of Svensk Elstandard (SEK), the Swedish National Committee of the standards-making body in the field of electrical and electronics technologies (IEC). She is also member of the board of IEC.



Martin Brettenthaler, CEO at Swiss Krono Group

Martin Brettenthaler is CEO of SWISS KRONO Group, leading manufacturer of wood-based materials, since 2016. Mr Brettenthaler started his journey in the manufacturing industry in 1998 and has accumulated over fifteen years of experience in the timber industry. Since 2021 Mr Brettenthaler is Chairman of the European Panel Federation (EPF).



Andre Dorner, Managing Director at Blum Germany

Andre Dorner has been working for Blum in the German market for more than sixteen years. Since 2014 he is Managing Director at Blum Germany as well as member of the board of directors at AMK - Arbeitsgemeinschaft die Moderne Küche e.V., Mannheim. Blum is an international company producing hinge-, lift- and runner-systems and the appropriate assembly tools for the cabinet making and furniture industry.



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Gabriella Kemendi, EFIC Secretary General

Since June 2019, Gabriella Kemendi is in charge of general management of EFIC as well as of the development and implementation of the confederation's policy strategy. Ms Kemendi has worked in EU affairs since 2013. Before joining EFIC, Ms Kemendi worked at Kellen for a number of European and international and prior to that for the European Commission's general information service.



Matjaž Malgaj, European Commission, Head of Unit DG ENVI B4, Sustainable Products

Matjaž Malgaj is Head of Unit of unit B4 on sustainable products at the European Commission's Directorate General for the Environment (DG ENV). Since April 2021, Mr Malgaj coordinates the work of DG ENV, DG GROW and DG ENER on the Sustainable Products Initiative, which aims at making products sold in the EU markets fit for a climate-neutral, resource-efficient and circular economy, and ensure that the performance of front-runners in sustainability progressively becomes the norm.



Robin Ljungar, Environmental Manager at TMF (Sweden)

Robin Ljungar is a Chemical Engineer with more than 25 years of experience within the international woodworking industry in general and the furniture industry in particular. Mr Ljungar is Sustainability Manager at TMF, the Swedish Federation of Wood and Furniture Industry, focusing on sustainable industrial development, strong business and market-driven competition on equal terms.



Kees Hoogendijk, Director General at CBM (Netherlands)

Kees Hoogendijk has been Director General at the Dutch Interior Design and Furniture Federation (CBM) since 2013. Mr. Hoogendijk is also Vice-chairman of the Supervisory Board at HMC vocational school for wood, furniture and interior design. From 2007 to 2013 he was partner in a consultancy company and from 1997 to 2007 he was a lobbyist for the Umbrella organization for SME's in the Netherland called MKB-Nederland.



Cathy Dufour, Director General l'Ameublement Français (France)

Cathy Dufour is Managing Director of the French Furniture Manufacturers Association, l'Ameublement Français. L'Ameublement Français promote the French furnishing industries in France & internationally, supporting the development and transformation of its 400 members.



Philippe Moreau, l'Ameublement Français President (France)

Philippe Moreau is President of the French furniture industry association l'Ameublement Français since 2018. Mr Moreau has been involved with the French furniture industry for several years as treasurer and president of the south-east region. Mr Moreau is also President of the TEMAHOME Group, an international furniture company present in more than 45 countries producing home furniture.



Maria Porro, Assarredo President (Italy)

Maria Porro was elected President of Assarredo - the Italian association for furniture manufacturers, part of FederlegnoArredo - in 2020. In 2021 Ms Porro was elected President of the Salone del Mobile.Milano. Ms Porro is also Head of marketing and communication of Porro S.p.A, a design furniture company.



Jan Desmet, Fedustria President (Belgium)

Jan Desmet is President Fedustria and Chairman of the Board at Decospan. Fedustria represents companies from the Belgian textile, wood and furniture industry, one of the most important sectors in the Belgian industrial landscape. Decospan develop and manufacture wood veneer based products.



Patrizia Toia, MEP, ITRE Committee, S&D

Patrizia Toia was elected as a Member of the European Parliament in 2004, confirmed in 2009, 2014 and 2019. Member of the Group of the Progressive Alliance of Socialists and Democrats (S&D), Ms Toia is Vice-Chair of the Committee on Industry, Research and Energy. She is also substitute member of the Committee on Development and in Committee on Transport. She is co-chair of the Social Economy Intergroup.



Chris de Roock, General Manager at WOOD.BE

Chris De Roock has been active in the furniture industry for more than 30 years and he is the General Manager of WOOD.BE since 2015. WOOD.BE is the knowledge center for the Belgian wood and furniture industry and supports the companies in realizing an innovative and sustainable future.

