

**XXI. IFHE World Congress 2008**  
**Programme of the Sessions of the Programme Committee International Business Group**  
**Status: April 2008**  
**Venue: University**



INTERNATIONAL FEDERATION  
FOR HOME ECONOMICS

<b>Day/time/ venue</b>	<b>Name</b>	<b>E-mail address</b>	<b>Title</b>
Monday 28 <sup>th</sup> July 11.00-11.25 University	Nancy BOCK, Vice President, Education and Meetings The Soap and Detergent Association, USA	<a href="mailto:nbock@cleaning101.com">nbock@cleaning101.com</a>	Home Economics and Cleaning Products Industry: A “not so new” Vehicle for Communication Sustainability”
Monday 28 <sup>th</sup> July 11.30-11.55 University	Magdalena De GASPARI Director Communications and External/Media relations Braun GmbH, Germany	<a href="mailto:degaspari.m@pg.com">degaspari.m@pg.com</a>	Small kitchen appliances – yesterday, today and tomorrow
Monday 28 <sup>th</sup> July 12.00-12.25 University	James McINTOSH Director WHISK Ltd., London, UK	<a href="mailto:james@whisk.biz">james@whisk.biz</a>	A young entrepreneur - reflecting the past and looking to the future

<b>Day/time/ venue</b>	<b>Name</b>	<b>E-mail address</b>	<b>Title</b>
Monday 28 <sup>th</sup> July 14.00-14.25 University	Nancy BOCK, Vice President, Education and Meetings The Soap and Detergent Association, USA	<a href="mailto:nbock@cleaning101.com">nbock@cleaning101.com</a>	Home Economics and Cleaning Products Industry: A “not so new” Vehicle for Communication Sustainability”
Monday 28 <sup>th</sup> July 14.30-14.55 University	Magdalena De GASPARI Director Communications and External/Media relations Braun GmbH, Germany	<a href="mailto:degaspari.m@pg.com">degaspari.m@pg.com</a>	Small kitchen appliances – yesterday, today and tomorrow
Monday 28 <sup>th</sup> July 15.00-15.25 University	James McINTOSH Director WHISK Ltd., London, UK	<a href="mailto:james@whisk.biz">james@whisk.biz</a>	A young entrepreneur - reflecting the past and looking to the future