

Exclusive Interview With Juliana Marra Of Unilever

Juliana Marra, External Affairs Manager, Communications, for Unilever, recently spoke with Smithers Apex about her thoughts on the cleaning products industry in Latin America and why the cleaning products conference is so important. Juliana, along with members of **Euromonitor International, Oxiteno, P&G, The Clorox Company and Evonik**, have been working together to shape this year's agenda for **Cleaning Products Latin America: Growing Together**.



Smithers Apex: *Why is Cleaning Products LatAm so important to the Cleaning industry in Latin America?*

Juliana Marra: To bring information and examples of new technologies and mainly the trends about the sector.

Smithers Apex: *What are some of the current challenges in Latin America that Cleaning Products LatAm will address? Or What are some of the current challenges that the cleaning*

industry in Latin America is facing, right now?

Juliana Marra: The main challenges are the regulatory convergence and the possibility to decrease some taxes. Other important fact is the number of small/micro companies - > in fact Brazil has more than 90% of the cleaning industry.

Smithers Apex: *What are some of the current trends that will be featured at the conference, this June?*

Juliana Marra: In Brazil the environmental issues are very important. So subjects as Sustainability, packaging waste and recyclability are good topics to be mentioned.

Smithers Apex: *What are some of the big innovations going on in Latin America, right now, that you are excited about?*

Juliana Marra: Compacted and concentrated products; the functionality of the products - more than clean, what else the brands could provide to consumers? Experiences? What the role of the fragrance on this?

Smithers Apex: *What are you most looking forward to hearing/doing at Cleaning Products LatAm?*

Juliana Marra: I think a mix of all the answers above.

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