

Abstracts

Session I—Plenary

1.1 Population, Water Supplies and Health



Enzo Fano
Water Resources Branch, Natural Resources and Energy Division, United Nations Department of Technical Cooperation for Development, United Nations, New York, 10017, USA

One outgrowth of the U.N. Water Conference, held in Argentina in 1977, was the launching of the International Drinking Water Supply and Sanitation Decade, a major international effort geared to providing as much of the world's population as possible with adequate supplies of good quality water by the year 1990. In light of the population growth rates in the developing world, which remain relatively high, an additional 67 million people have to be provided with adequate water supply and sanitation facilities each year just to keep pace with such growth; this is further to the requirements of those not yet served adequately in the same areas. The major constraints that governments have to try to overcome in coping with urgent water supply and sanitation needs, especially in the rural areas, may be identified as: (a) a shortage of financial resources for the water and sanitation sector; (b) inadequate infrastructure for operation and maintenance of systems; (c) shortages in trained manpower, both professional and subprofessional; and (d) limitation in the approaches to a cost recovery policy. Water- and excreta-related health benefits, although difficult to measure in monetary terms, can undoubtedly be derived from the introduction of new water supply and sanitation systems, be they house taps, standpipes, flush toilets or pit latrines. Higher productivity should be measured against the costs of providing the required services. The troubling question that still remains is whether governments will be able to satisfy successfully by the year 2000 the growing needs for clean water and sanitation of their rapidly expanding populations in a period of continued financial limitations. If not, what fate lies in store for hundreds of millions of unserved individuals in the cities and rural areas of the developing world?

1.2 World Economics and Finances



Werner Rein
First vice-president, Union Bank of Switzerland, Bahnhofstrasse 45, 8021-Zurich, Switzerland

This talk tries to answer the question of whether, after five years of worldwide disinflation and declining interest

rates, the world is now entering a period of low inflation and sustained growth or a period of deflation.

Session II—World Trends

2.1 Europe



Hans-Dietrich Winkhaus
Executive vice-president, Henkel KGaA, Henkelstrasse 67, PO Box 1100, D-4000 Dusseldorf, 1, West Germany

The market situation may be summarized as follows: (a) with 27% share of the international market for detergents, European use of household and cleansing agents is relatively high; (b) despite regional and product-specific differences, growth rates are, on the whole, decreasing; (c) per capita consumption figures are more or less the same in the various European countries; (d) with a market segment of well over 60%, detergents maintain their leading market position, followed by dishwashing liquids, the second largest market; and (e) as far as regional product groups are concerned, chlorine bleaches are of special significance in southern countries, whereas softeners are more important in central Europe. With respect to consumers, (a) despite many similarities throughout Europe, important differences may be discerned in the consumer habits of certain countries and groups of countries; (b) marked differences can be noted in the choice of washing processes and cycles as well as dosage and selection of suitable detergents, due to the different structures of machines, climatic conditions and historic-sociological influences; (c) consumer attitudes and their value systems vary considerably. The relevance of traditional values (e.g., of the family or parent and the acceptance of authorities) is evaluated differently in each country. These are indicators for changes in the respective societies that have an effect on particular attitudes toward markets, products and advertising; (d) in the recent past, major changes have occurred in consumer attitudes toward the preservation of the environment; and (e) particularly in central Europe it has become apparent that there is a high degree of awareness and readiness for habit changes in favor of the protection of the environment. With regard to raw materials and legislation, the influence of public opinion and legislation on product policies have increased while at the same time consumer habits have been changing, helping to explain the major changes that have occurred in raw materials for detergents, specifically the substitution of zeolites for phosphates. When evaluating for future developments, the following factors must be considered: (a) the raw material markets for detergents in Europe will show only a slight increase in growth; (b) consumer awareness of environmental protection is steadily increasing; (c) despite the existing national differences, the European markets are becoming much closer, a process encouraged by a higher degree of mobility and by the advancement of international media; (d) this