



### The World Perfumery Congress: Shaping the Global Fragrance Industry

World Perfumery Congress, 10-12th June,  
Centre International Deauville, France

The global fragrance market is thriving and set to reach \$15.6 billion by 2019(1). A dynamic sector, it is constantly evolving to deliver new products that meet changing consumer demands that differ from market to market, as well as comply with increasingly complex regulatory frameworks.

Renowned as the global meeting place for fragrance industry professionals, the World Perfumery Congress returns to the ancestral home of modern perfumery, France, on 10-12th June 2014. The show will bring together thought leaders from across the entire supply chain as they uncover the latest product formulation and ingredient launches, network with each other to spark new business opportunities and map out the growth opportunities in markets around the world.



More than 60 suppliers, 25 per cent of whom are new exhibitors, are making preparations to display their latest developments and technical know-how for the fine fragrance, cosmetics, personal care and household sectors. Visitors can meet with major industry players including BASF, Givaudan, IFF, Firmenich, PFW, Robertet, Takasago, Mane and Symrise, as well as with small and medium sized enterprises from around the globe.

#### The Industry's Vision for the Future

The World Perfumery Congress Conference runs alongside the exhibition and will this year investigate the 'Future of Fragrance'. The programme – selected by the WPC advisory board including representatives from P&G, the American Society of Perfumers, Berjé, Givaudan, Symrise, Robertet and IFF – will educate and inspire attendees to ensure they are kept up to date with the latest industry developments.

The programme offers two tracks, allowing delegates to build a tailored itinerary based on those sessions most relevant to their business needs. More than 14 sessions will cover topics as diverse as packaging, growth markets, sustainability and consumer engagement.

Keeping pace with innovation has never been so important for manufacturers who operate in increasingly crowded markets that demand constant new product development. A number of sessions in the programme will examine where potential lies, including 'Growth Opportunities and Innovation' led by



Emmanuelle Moeglin, Global Fragrance Analyst at Mintel; 'Technology Think Tank: Innovation Needs for Future Development' featuring Thierry Audibert, Global Head of Fragrance Science & Technology at Givaudan and Mike Popplewell, Vice President, Corporate R&D, International Flavors & Fragrances; and 'Leading-edge Fragrance' led by Jenny Tillotson, Ph.D., Central Saint Martins.

Emerging markets also offer manufacturers great promise, enabling them to tap into rapidly growing middle class demographics. Kedar Vaze, Perfumer/Owner at Kelkar Group offers insights into opportunities in Asia, which currently represents 24 per cent of the fragrance market according to the International Fragrance Association. Africa and the Middle East will be put under the spotlight in a session moderated by Irina Barbalova, Head of Global Beauty and Personal Care Research at Euromonitor International, while Fanny Moreau from Mon Absolu will take a look at the burgeoning Latin American market.

Other sessions include a Perfumery Roundtable where leading creative minds will celebrate the art of science and perfumery, a session examining the role of packaging in the sensory experience of products and a roundtable discussion on connecting with global consumers in a multichannel world. Jeb Gleason-Allured, Programme Director of the 2014 WPC, says, "This year's show will once again provide a unique perspective

on the fragrance industry, as well as unrivalled opportunities to do business and network with peers. The fragrance industry is constantly evolving to respond to changing consumer demands, whilst engaging emerging markets such as Asia and South America. We're looking forward to taking the World Perfumery Congress back to France in 2014 to put the future of fragrance into focus."

### Unrivalled Networking Opportunities

At the heart of The World Perfumery Congress is the opportunity for professionals to network with peers from around the globe. The exhibition floor will be abuzz with conversations about new product pipelines, the next generation of ingredients and how manufacturers and suppliers can work together to create products that consumers will fall in love with.

In addition to this, the show programme facilitates networking with a series of events. A pre-show cocktail reception on 9th June and a closing dinner on the final day provide a more informal setting where suppliers and visitors can discuss business and strengthen their relationships.

To register your attendance to the World Perfumery Congress visit: <http://wpc.perfumerflavorist.com/register/>

### Notes

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