



CONTACT:

Lesley Foottit
WPC Press Office
+4420 2470 2444

lesley.foottit@stormcom.co.uk

Sustainability at the top of the agenda at the World Perfumery Congress 2016

*World Perfumery Congress, Fontainebleau Resort, Miami Beach, Florida, 13-15
June 2016*

The fragrance sector is performing well as demand remains high and consumer interest is maintained through innovation in the industry. The sector posted value growth of three percent in the US in 2015, up from one percent the previous year, according to Euromonitor International. Consumers have increased their spend on fragrances, while interest in niche brands and more unusual scents grew. Overall, fragrance sales are expected to continue growing.

With both the continued growth of the market and consumer interest in an ever expanding palette of scents, the biennial World Perfumery Congress (WPC) from June 13 to 15, 2016, is well timed.

The 2016 event in Miami Beach at the famous Fontainebleau Hotel is the global stage for fragrance artistry and technology, providing a unique forum for members of the industry to exchange insights and information.

With sustainability a key motif for the years ahead, the 2016 conference programme will focus on the theme 'A Responsible Future for Fragrance', bringing forward insights from industry thought leaders and focusing on new opportunities.

Alongside the presentation programme, more than 70 exhibitors will showcase the industry's latest innovations and provide attendees with invaluable insights on new fragrance technologies. They will include major industry companies, such as Givaudan, Robertet Inc, MANE and Symrise AG.

Conference overview

On the opening day, the keynote session on 'Nature, Science and Communities' will explore current trends for natural ingredients and sustainable sourcing. Attendees will hear from Roberto Oliveira de Lima, CEO of Brazil-based Natura, and Achim Daub, President, Scent & Care at Symrise AG. Their ambition is to drive a circular economy and Oliveira de Lima will explain how Natura's eco-friendly industrial complex Ecoparque works on the concept of symbiosis.

Consumers are increasingly demanding sustainable products, which is forcing all industries, including the relatively low-footprint fragrance sector, to adapt. On June 13, Torsten Kulke, SVP Global Innovation & Regulatory Fragrances & Oral Care, Scent & Care Division, will lead a two-part presentation on 'Fragrance Sustainability Strategies'. He will discuss the opportunities and challenges of the industry's sustainability and footprint-minimizing strategies before moderating a panel debate.

Joining the panel to discuss the sustainability of ingredients and strategies will be Mike Popplewell, Vice President, Corporate R&D, International Flavors & Fragrances Inc; Hervé Fretay, Global Director of Naturals, Fragrance Division of Givaudan; and Jason Kelly, CEO and Co-founder of Ginkgo Bioworks.

The second day of the conference will see the focus shift to 'green practice' in the fragrance industry. Another two-part presentation and panel debate titled 'Designing and Assessing Green Fragrances' will be hosted by Tony Phan, Process & Project Engineer at MANE. He will discuss how consumers expect sustainable fragrances with low environmental footprints as well as products to be made with renewable resources.

The second part will see Kip Cleverley, Head of Global Sustainability at International Flavors and Fragrances Inc; Patrick Foley, Chief Science Officer at P2 Science; and Torsten Kulke, SVP Global Innovation & Regulatory Fragrances & Oral Care, Scent & Care Division, join a panel to debate the benefits of 'green chemistry'.

Iain Stevenson, Prestige Fragrance Design Leader at Procter & Gamble will present alongside Laurent Le Guernec, Senior Perfumer, International Flavors & Fragrances Inc, on Tuesday to deliver a presentation on The Power of Scents and Brands. The session will discuss how fragrance creates delight and drives value for brands.

Stevenson is also the latest addition to the speaker roster, bringing experience in both developing the fragrance innovation capability for P&G's luxury division and in downstream fragrance design and upstream fragrance development programs

With a passion for perfumery as a blend of creativity and technical innovation, he is involved in the full breadth of fragrance design, from the identification and incorporation of novel materials through to directing bespoke high-end, creative work with individual perfumers and designers.

Awards

The highlight of the final day of the conference will be the American Society of Perfumers (ASP) awards presentation, which will feature a keynote speech 'A Childhood in Scent, a Profession in Perfumery' delivered by Calice Becker of Givaudan.

Claude Dir of MANE will be honoured with the Lifetime Achievement Award for the outstanding contribution he has made to the sector during his career, while the William Lambert Award will go to John Gamba of Givaudan for his contribution to the industry.

Other highlights

On Sunday June 12, from 5-7pm EST, visitors are invited to attend a cocktail reception at the Fontainebleau, Miami Beach. Sponsored by TFS, it will enable attendees and exhibitors to network with peers ahead of the official event opening.

WPC 2016 is sponsored by BASF, Givaudan, IFF, MANE, Robertet Groupe, ACS International, TFS, Symrise, Emerald Kalama Chemical and Ultra International B.V. Visit WPC.PerfumerFlavorist.com/register to book your tickets now.

-Ends-

For more information contact Lesley Foottit at lesley.foottit@stormcom.co.uk or call 020 7240 2444.

The *World Perfumery Congress (WPC)* is the global stage for fragrance creativity, ingredients, technology and business—providing the ideal forum for discussing the industry's latest issues and breakthroughs.

The unique three-day educational and networking forum unites fragrance industry professionals, their suppliers and brand marketers to discuss current and future opportunities.

Visit wpc.perfumerflavorist.com for more information.