

Company news

Geneva, 8 October 2024

Givaudan opens new space in Paris for its Digital Factory, enhancing digital transformation and customer co-creation in a thriving, inclusive, and environmentally conscious hub

Givaudan, a global leader in Fragrance & Beauty and Taste & Wellbeing, is proud to unveil a new space in Paris that will host its Digital Factory. This innovative facility is designed to further enhance Givaudan's commitment to digital transformation and collaborative customer solution design, solidifying its role as a leader in the industry.

The Givaudan Digital Factory will move to a new space located in the centre of Paris, in the district of Saint-Lazare, strategically positioned close to key technology partners, valued customers, and Givaudan sites, fostering collaboration and innovation. The expanded new state-of-the-art facilities are equipped with groundbreaking technologies and collaborative workspaces, serving as a vibrant incubator and catalyst for innovation. A dedicated team of 30 professionals in technology innovation with diverse backgrounds is committed to driving digital transformation initiatives forward.

Anne Tayac, Head of Givaudan Business Solutions, said: "The expansion of our Digital Factory underscores Givaudan's commitment to investing in digital transformation. Our team, which includes data scientists and analysts, software engineers, and customer success managers, brings a wealth of expertise to propel these initiatives."

At Givaudan, it is recognised that innovation thrives on collaboration. Gilles Andrier, CEO of Givaudan, said: "Our Digital Factory is committed to driving digital transformation across the organisation and uncovering business opportunities through cutting-edge solutions. Our teams integrate state-of-the-art technologies into their daily operations, fostering the development of innovative products that address the evolving needs of our customers. We encourage our esteemed customers to collaborate with our diverse team of experts in this dynamic environment, enhancing our partnership and leveraging agile co-creation to explore fresh business avenues and promote sustainable growth."



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The Digital Factory's expanded co-creation space includes a multi-purpose room, specifically designed for workshops focused on acculturation and ideation. The room features advanced technologies developed by the Givaudan Digital Innovation team, including tools like [Carto](#) for fragrance customisation and the Mini Scent Piano¹ for sensory experiences.

The Digital Factory acts as a catalyst for exploring digital technologies such as artificial intelligence and big data. By harnessing these advancements, Givaudan unlocks new solutions that empower teams and customers to develop groundbreaking products that align with shifting consumer demands and position them for market success.

The Digital Factory not only serves as a hub for innovation, but also embodies Givaudan's commitment to inclusivity and sustainability. It is a vibrant purpose-driven space fostering an environment where everyone can thrive, grow, and unleash their full potential together. Sustainable design practices reflect Givaudan's dedication to minimising ecological footprints through the use of locally sourced and recycled materials. Certified by [ekodev](#)², the new facility demonstrates Givaudan's commitment to circular economy principles, achieving a 27% reduction in emissions compared to traditional designs.

Givaudan welcomes customers and business partners at the new space of the Digital Factory, where creativity, collaboration, and advanced technology come together to inspire future innovations.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2023, Givaudan employed 16,260 people worldwide and achieved CHF 6.9 billion in sales with a free cash flow of 13.3%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

¹ Mini Scent Piano is a portable fragrance dispenser that associates a scent with a captivating narrative: by inserting a blotter into the device, it is automatically sprayed with fragrance while a related video is displayed. This tool was successfully used during the World Perfumery Congress 2024 in Geneva.

² [ekodev](https://ekodev.com/en/) is a Paris-based CSR consulting agency supporting customers in defining and deploying CSR and climate strategy. Find more information on: <https://ekodev.com/en/>

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About Digital Factory

The global Digital Innovation team includes experts in the Digital Factory in Paris and the Digital Space in China, working in close collaboration with our digital innovation experts located across Givaudan's key global sites. They function as interconnected hubs, collaborating with a dynamic ecosystem of start-ups, universities and partners to propel innovation and drive digital transformation across Givaudan's global business. Together, they harness collaborative expertise and state-of-the-art technologies to expedite product development and elevate customer experiences, nurturing a culture of creativity and transformative innovation.

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