

Company news

Geneva, 10 September 2026

Givaudan opens a new development hub in Casablanca to strengthen its Fragrance & Beauty presence in SAMEA

Reinforcing Givaudan's capabilities and positioning Casablanca at the heart of its Maghreb and West Africa strategy

Givaudan is proud to announce the opening of its development hub in Casablanca, a further step in the Company's growth in Morocco. Present in the country since March 2025, Givaudan is now expanding its footprint with local fragrance development capabilities and a dedicated commercial team serving customers across the Maghreb and West Africa. The hub strengthens Givaudan's presence in the SAMEA region (South Asia, Middle East & Africa), one of the fastest-growing markets for fragrance and a key priority for the Company.

The new centre houses modern application and perfumery laboratories, alongside a development department and office space, enabling faster innovation across Fabric Care, Home Care, Personal Care and Fine Fragrance. A team of evaluators and marketing managers is also based on site, bringing clients across the region greater proximity and responsiveness.

Maurizio Volpi, President of Fragrance & Beauty Division, says: "This expansion is fully in line with our 2030 strategy and reflects our long-term commitment to grow closer to our local and regional customers across the SAMEA region. By investing in Casablanca, we are building the creative and technical foundations to support their ambitions with agility, and to unlock the full potential of these dynamic markets."



Givaudan

Human by nature

Felix Mayr-Harting, Global Head of Consumer Products, adds: "Casablanca is a natural gateway for our regional ambitions. Our Moroccan team brings a deep understanding of consumer habits across SAMEA, and that insight is what will make the difference for our customers."

Givaudan marked the opening with an immersive event bringing customers, partners and regional perfumers together under the theme "House of the Rising Sun — Where Light Becomes Scent", celebrating the dawn of a new creative era for the Company in Africa. Guests experienced the craft of regional perfumers and discovered the olfactory richness of the Maghreb and West Africa through curated sensory encounters. The event was a fitting celebration of Givaudan's growing presence and ambition across the continent.

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 2025, Givaudan employed over 17,500 people worldwide and achieved CHF 7.5 billion in sales with a free cash flow of 14.1%. With a heritage that stretches back over 250 years, we are committed to driving long-term, sustainable 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.

About Givaudan Fragrance & Beauty

Givaudan Fragrance & Beauty crafts inspired fragrances to perfume lives and memories, and develops innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

For further information please contact

Claudia Pedretti, Head of Investor and Media Relations

T +41 523 540 132

E claudia.pedretti@givaudan.com

Mélanie Duprat, Fragrance & Beauty Communications

E melanie.duprat@givaudan.com

Follow Givaudan on [Instagram](#), [LinkedIn](#), [X](#), [Facebook](#), [YouTube](#)