



## Media Release

Geneva, 23 September 2016

## **The Givaudan Perfumery School celebrates 70<sup>th</sup> Anniversary**

The year 2016 marks the 70<sup>th</sup> anniversary of the Givaudan Perfumery School providing excellence in teaching the craftsmanship of perfumery.

Celebrating the School's long history and looking forward to the future, Givaudan reflected on the countless achievements and industry-changing ideas born within its walls. Jean Carles, who founded the School in 1946, is credited with creating the well-known method for mastering the art of perfumery. Today, the undisputed reputation of the Givaudan Perfumery School can be attributed to the great perfumers who have constantly shaped the world of fragrances for many decades.

The School opened a campus in Singapore in 2015, the first outside of France, devoted to training perfumery students to experience and recognise the olfactive preferences in the Asia-Pacific region.

Gilles Andrier, CEO, said: "The 70<sup>th</sup> anniversary is an exciting time for us to reflect on our rich heritage and look forward to the future. This anniversary is an opportunity for Givaudan to embrace the significance of our history and prepare the next generation of perfumers that will go on to hone their craft in our creative centres. The School prepares them to collaborate closely with our customers to create meaningful fragrances for prestigious brands and manufacturers of consumer products worldwide. These are the same customers who trust us fully to train their teams in the craft of fragrance creation."

To celebrate this milestone, the School is hosting the first Givaudan Young Perfumers Forum in Argenteuil, France, an internal event bringing together young perfumers and students alike to share their perspectives and to collaborate on new initiatives that will take the perfumery business to new heights.

Maurizio Volpi, President Fragrance Division, said: "The School is the past, present and the future of Givaudan Fragrances. This special milestone exemplifies our commitment to providing exceptional training to the perfumers of tomorrow. We are very proud of this achievement since a 70<sup>th</sup> anniversary could not be realised without the full commitment of everyone involved."

For more information about the Givaudan Perfumery School and this significant milestone, please visit [www.givaudan.com/fragrances/perfumery-school](http://www.givaudan.com/fragrances/perfumery-school).



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## About Givaudan

Givaudan is the global leader in the creation of flavours and fragrances. In close collaboration with food, beverage, consumer product and fragrance partners, Givaudan develops tastes and scents that delight consumers the world over. With a passion to understand consumers' preferences and a relentless drive to innovate, Givaudan is at the forefront of creating flavours and fragrances that 'engage your senses'. The company achieved sales of CHF 4.4 billion in 2015. Headquartered in Switzerland with local presence in over 80 locations, the company has more than 9,500 employees worldwide. Givaudan invites you to discover more at [www.givaudan.com](http://www.givaudan.com).

## About Givaudan Fragrances

Givaudan is passionate about perfumery and is dedicated to combining creativity and innovation to design beautiful fragrances. With the industry's largest perfumery team, Givaudan contributes to making life delightful and memorable through unique scent experiences for customers around the world. Currently present in all major markets, Givaudan strives to deliver fragrances for personal, home and laundry care, as well as prestige perfumes. Our customers benefit from Givaudan's expertise in three business areas: Fine Fragrances, Consumer Products, and Fragrance Ingredients and Active Beauty. We invite you to 'engage your senses' and learn more about Fragrances at [www.givaudan.com/fragrances](http://www.givaudan.com/fragrances).

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