



The International
Fragrance Association

GLOBAL FRAGRANCE SUMMIT

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IFRA Global Fragrance Summit 2024 in Dubai signals new approach

Dubai, 30 October 2024 – The International Fragrance Association (IFRA) opened the Global Fragrance Summit 2024 in Dubai today. This summit, under the theme *‘A world of fragrance: building bridges between innovation and global regulation,’* explored the evolving dynamics between innovation and regulatory frameworks in the fragrance sector. The two-day conference, which continues tomorrow, addresses the future of fragrance sustainability, technical innovation, global regulation, and multi-stakeholder collaboration.

“This year’s IFRA Global Fragrance Summit comes at a pivotal moment for our

industry,” said Martina Bianchini, President of the International Fragrance Association. “We are proud to bring together fragrance leaders from around the world to discuss how we can continue to innovate while meeting global safety and compliance standards”.

The IFRA Global Fragrance Summit is a key event in the sector’s calendar. This is the first time IFRA is hosting the Global Fragrance Summit in the Gulf. Previous editions have occurred in Geneva, Sao Paulo, Paris, Barcelona and Singapore. These focused events attract fragrance executives, perfumers and creatives as well as regulatory experts.

“As we gather in Dubai, we are not only hoping to build bridges into a region which is central to the fragrance world but that has its own unique traditions and customs. Among the many topics we’ll be focusing on, we’ll also be discussing our newly launched IFRA Strategy, that will guide us and our sector into a more sustainable and collaborative future”, said Hans Holger Gliewe Chairman of IFRA. “This summit marks our first foray into the Gulf region and is an important milestone for the fragrance industry.”

The summit will highlight how fragrance companies can align innovation with regulatory compliance, supporting sustainable practices, promoting consumer safety and reinforcing environmental protection. Attendees will participate in key discussions on global trends, from the latest safety regulations to technological advancements driving the industry forward.

“Global Fragrance Summit 2024 represents a unique chance for dialogue not only between existing colleagues, but also with new local and international stakeholders. Only together can we face the increasing complexity of fragrance markets and customer’s preferences around the world”, concluded Mr Gliewe.

IFRA Global Fragrance Summit 2024 started on 30 October 2024 and continues tomorrow, 31 October.

For more details, including the full program, please visit www.globalfragrancesummit.com.

The International Fragrance Association, founded in 1973, represents the

interests of the fragrance industry worldwide. IFRA comprises 7 multinational Regular Members, 22 National Associations and 12 Supporting Members in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, as well as supporting members. Its mission is to promote the safe and sustainable use of fragrance.

Fragrances are a key ingredient used by consumer goods companies – for fine fragrances, personal care and cosmetics products, household care and more.

IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The program is at the heart of the IFRA Code of Practice, which applies to all IFRA members globally, including members of IFRA's National Associations. The Code also requires members to abide by local, national and international regulations, and to apply good manufacturing practices.

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