



The International
Fragrance Association



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Press release: Fragrance sector signs Antwerp Declaration

Geneva, 26 March 2024 – The International Fragrance Association (IFRA) has put its name to the Antwerp Declaration for a European Industrial Deal. The Declaration calls for an EU industrial strategy to complete the EU Green Deal, with the aim of boosting investment and keeping high quality jobs in Europe. In signing, IFRA joins over 700 other signatory organizations from sectors up and down the value chain.

“The fragrance sector, while global, has a long and storied history in Europe. We are highly innovative, with 8% of revenues on spent R&D, and we are

working on sustainable development with both synthetic, natural and bio-based materials”, said Martina Bianchini, President of IFRA. “The production of fragrances in Europe is responsible for around 20,000 jobs in Europe with about 800 firms active in a market worth at least €8 billion. Keeping these highly skilled, culturally significant roles in the EU is essential for the sustainable future of our industry”.

The Antwerp Declaration was signed on 20 February 2024 and presented to European Commission President Ursula Von Der Leyen and to Prime Minister of Belgium Alexander De Croo. The Declaration calls on Member State governments, the next European Commission and European Parliament to undertake a series of steps to boost competitiveness, innovation, investment and reinforce Europe’s open strategic autonomy.

The fragrance industry is deeply committed to enhancing green and digital ecosystems, and IFRA is an active contributor to the Transition Pathways. The Transition Pathways are a key component of the EU industrial strategy that the Antwerp Declaration seeks to reinforce.

“As Europe moves towards its goal of being a sustainable, carbon-neutral economy, it is critical to shape an enabling framework in Europe safeguarding and incentivizing continued investment in green technologies and sustainable innovations”, said Ms Bianchini. “The need to empower sectors, such as fragrance, to achieve the goals and rules established by the EU Green Deal means matching that environmental and climate ambition with EU industrial policy ambition”.

The next European mandate will begin by the end of 2024 – with voters going to the polls across the Union between 6-9 June. The leadership of the EU institutions and their counterparts in Member State Governments must work together to build a future for Europe which is pro-competitive, pro-innovation and pro-growth.

“As an international industry with a strong European presence, we strongly support the objectives and language of the Antwerp Declaration – and stand ready to contribute our part to making the mission a success”, concluded Ms Bianchini.

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises seven multinational Regular Members and 23 national associations 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 use of fragrance for everyone's enjoyment.

Fragrances are a key platform technology used by consumer goods companies – for fine fragrances, personal care 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 regulation, and to apply good manufacturing practices.

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