



## Media Release

Geneva, 27 October 2017

## **Givaudan opens new creative centre in Mexico City**

Givaudan announces the official opening of its new Fragrance Creative Centre in Mexico City. The new centre is designed to support long term business growth in the region, and contributes in achieving the division's 2020 strategic ambition for high growth markets and consumer preferred products.

Strategically situated close to key customers and their markets, the new centre plays an important role by offering expert craftsmanship and a deep knowledge in fragrance creation together with custom built fragrance evaluation services to deliver the finest quality perfumes.

With approximately 2800 m<sup>2</sup>, the centre will host our creative and development teams, application and technology labs, marketing and consumer market research, as well as our commercial teams for Mexico and Central America. It is designed to support Givaudan's specific needs as it will foster cross-category collaboration and provide spaces for innovating thinking. It also allows easy reconfiguration as the market and customers evolve.

The opening ceremony was attended by Maurizio Volpi, President Fragrance Division, Louis-José Touron, Swiss Ambassador for Mexico, Cristina Harms and Lucia Lisboa, Regional Heads of Consumer Products and Fine Fragrances. Maurizio Volpi said: "Our history in Mexico started in 1949, and we are thrilled to invest further in this important region where consumers are passionate about the fragrances they use every day. The new Fragrance Creative Centre in Mexico demonstrates our commitment to partner in the long term with our customers in Latin America, keep bringing the innovation that fosters differentiation on the market, and ultimately support them in growing their brands."

"The new creative centre provides an environment that cultivates innovative thinking, sharing and collaboration. We are convinced that this will contribute in proposing the next winning fragrances to our customers and, most importantly, the perfumes that consumers will fall in love with", commented Cristina Harms, Regional Head of LATAM Fragrances.

During the official ceremony, Louis-José Touron, Ambassador of Switzerland in Mexico, highlighted the relevance of Switzerland in the flavours and fragrances industry and thanked Givaudan for hosting the recently created Swiss-Mexican Chamber of Commerce and Industry (SwissCham Mexico): "Givaudan Mexico was instrumental in the creation of the Chamber. We are now deeply thankful that the world leading fragrance company hosts the Chamber in these magnificent premises; continued success to Givaudan!"





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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 4.7 billion in 2016. Headquartered in Switzerland with local presence in over 95 locations, the Company has more than 10,000 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 and Cosmetics Ingredients. 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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