



Odournet SL organizes the seminar

## The World of Odour - How Sensory Analysis Affects Consumer Perception

on 8 June 2015 in Barcelona





# Preliminary Overview of Seminar

The final programme will be released soon.

**10:00-10.10h**

## Welcome Session & Presentation of Odournet S.L.

Estel•laPagans, Director, Odournet S.L., Barcelona

**10.10-10:40h**

## Keynote Address: The World of Odour: How Sensory Analysis affects Consumer Perception

Anton van Harreveld, CIO, Odournet Group, Barcelona

**10:40-11:00h**

## The Role of Human Chemical Senses: Reaction to the Positives and the Negatives; and Two sides of the coin: Fragrance v/s Malodour

Hansruedi Gygax, Flavour and Fragrance Expert, Odournet Group

**11:00-11:20h**

## Coffee Break

**11:20-11:50h**

## Sensory Assessment Methods and some Case Studies

Rita Domingues & Nathalie Nibbe, Consultants, Odournet Group

**11:50-12:20h**

## Introduction to GCMS / GCO /GCIMS/Copies of Fragrances

Luciano Vera, Molecular Laboratory Manager, Odournet Group, Spain

**12:20-12:30h**

## Coffee Break

**12:30-13:30h**

## Round Table Sessions (see next page)

**13:30-14:20h**

## Lunch and interaction

**14:20-16:20h**

## Visits to the ONSL labs

Practical sessions (olfactometry, pure sniff, sniffing sticks, GC-O, olfactory descriptors, deodorant studies) divided in groups for each session

**16:20-16:30h**

## Key Observations and Closing

Estel•laPagans, Director, Odournet S.L., Barcelona





## Round Table Sessions - 12:30-13:30h

Engage in in-depth discussions and meet colleagues with similar interests in round table discussions, covering the following topics:

### Round Table 1

**Fragrances and perfumes**

Escuela de Perfumería, SANDIR



### Round Table 2

**Detergents**

LEITAT



### Round Table 3

**Innovation in textiles**

Speaker to be confirmed



### Round Table 4

**Consumer goods**

Speaker to be confirmed



### Round Table 5

**Baby diapers, INCO products**

Speaker to be confirmed



### Round Table 6

**Deodorants**

Speaker to be confirmed



### Round Table 7

**Automobile, VDA 270**

Speaker to be confirmed

