

Odournet S.L. organizes the seminar

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

on the 8th of June of 2015

in Parc de Recerca UAB, Ed. Eureka, Campus  
UAB, 08193 Bellaterra  
(Cerdanyola del Vallès – Barcelona)





## Programme of the Seminar

- 10:00-10:10h** **Welcome Session and Presentation of Odournet S.L.**  
Estel·la Pagans, 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
- 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 & 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
- 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 Odournet S.L. laboratories**  
Practical sessions (olfactometry, pure sniff, sniffing sticks, GCO, olfactory descriptors, deodorant studies) divided in groups for each session  
**One-to-one Sessions**  
Interaction between the attendees (companies) and lecturers (Odournet consultants). Max. 15 min for intervention.
- 16:20-16:30h** **Key Observations and Closing**  
Estel·la Pagans, 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, perfumes and deodorants**

SANDIR & Odournet S.L.



### Round Table 2

**Detergents**

LEITAT



### Round Table 3

**Innovation in textiles**

AITEX



### Round Table 4

**Consumer goods**

SCA Hygiene



### Round Table 5

**Baby diapers, incontinence products**

Laboratorios INDAS



### Round Table 6

**Automobile, VDA 270**

Odournet GmbH

