

Invitation

to the DGP Symposium „Scent and inspiration in the city of Gaudí“

Dates: 23rd and 24th April, 2020
Venue: Hotel Occidental Atenea Mar
Passeig García i Faria, 37-47
08019 Barcelona, Spain

Dear colleagues,

The next DGP conference will take us abroad again, and this time it will be in a very special city: Barcelona!

The first day of our event is the Catalan holiday of St. George (St. Jordi's Day) – here we will see Barcelona in rose decorations, because traditionally on this day, women receive a rose as a gift. What could be more appropriate for the DGP?

In this city so rich in culture and art, we would like to introduce you to the latest technologies in fragrance design and Spanish firms in the fragrance industry, and give you an insight into Oriental perfumery and Catalan cuisine.

Our conference begins on Thursday with a joint luncheon, followed by the election of the new DGP board.

The lectures will be opened by *Claire Viola* from Symrise, who will introduce us to the application of artificial intelligence in the creation of new and perhaps unique fragrances. You have probably already read about Phylira, the new, highly integrated application from Big Data, in the press. Here you have the opportunity to learn more!

In the following article by *Olaf Larsen*, perfumer at Eurofragrance in Dubai, we learn about the basics of oriental perfumery and local trends.

The presentation of the DGP sponsorship prize will be followed by a third specialist lecture by *Joel Esteban* and *Gemma Parramon*, Ernesto Ventos S.A., where we will learn about connections between the catalan Holiday of Sant Jordi and perfumery.

Finally, the famous Catalan chef and author *Ada Parellada* will give us an informative and entertaining talk on how our individual preferences for food evolve.

Following the lecture programme, there will be ample opportunity for networking during a city tour of Barcelona and a joint dinner.

On Friday a visit to the company Lluç Essence SL is planned. The details will be coordinated here as well.

Venue / Accommodation:

Hotel Occidental Atenea Mar
Passeig García i Faria, 37-47
08019 Barcelona, Spain
Hotel website: www.barcelo.com

Please reserve your room directly online at www.barcelo.com using the code "ATENE1".

The room price including breakfast is 155.00 EUR for a single room, and 170.00 EUR for a double room. The reserved room contingency is available at this price until 22nd March, 2020.

Conference Fees:

250.00 EUR for DGP members*
275.00 EUR for non-members*
*Incl. 21% Spanish sales tax

Registration for the conference can be made online at www.sepawa.com

Please register early as the number of participants is limited. The closing date for registration is 15th March, 2020.

Program

Thursday, 23rd April, 2020

(Day 1 of the Symposium)

12:00 – 13:30	Get-together in the Conference Hotel with Luncheon
13:30 – 14:00	Report by the Executive Board and Executive Board Elections
14:00 – 14:45	1st Expert Lecture: „Breaking New Fragrance Ground with Artificial Intelligence“ Claire Viola VP Digital Strategy Fragrances, Symrise
14:45 – 15:30	2nd Expert Lecture: „Oriental Perfumery“ Olaf Larsen Senior Perfumer, Eurofragrance
15:30 – 15:45	Break
15:45 – 16:00	Award of the DGP Promotion Prize
16:00 – 16:45	3rd Expert Lecture “Sant Jordi, a Book and a Rose” Joel Esteban, Gemma Paramon Ernesto Ventós S.A.
16:45 – 17:30	4th Expert Lecture: „Why Do We Eat the Way We Eat?“ Ada Parellada Chef of Semprionana Restaurant
18:00 – 21:30	City Tour Barcelona
21:30	Dinner

Friday, 24th April, 2020

(Day 2 of the Symposium)

09:00	Bus Transfer
09:30 – 13:00	Company Visit Lluch Essence SL incl. Lectures and Tour
12:30	Refreshments / Lunch at Lluch Essence SL
13:00 / 13:30	Bus Transfer back to the Hotel