



2ND JULY 2020

VIRTUAL CONGRESS

BARCELONA OLFACTION CONGRESS

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BOW
BARCELONA OLFACTION WEEK

EVENT PROGRAM

Welcome

9:00

Ivan Borrego, Dra. Patricia Gisbert and Carmina Clavería, General Manager, Innovation Manager and Innovation Specialist at Beauty Cluster Barcelona

9:10

Osmothèque: A brief history of perfumery through the world's perfume archive

Thomas Fontaine, Perfumer and Vice President at Osmothèque

9:35

Thinking global – acting local: the challenges of customisation in an era of globalisation

Sylvain Massé, Global Marketing manager at Iberchem

10:00

Body odor management. Fragrance technology to solve sweat issues

Dr. Felipe San Juan, Global R&D at Eurofragrance

10:25

Green chemistry: A novel approach towards a more sustainable industry

Germán Castillo, Regulatory Affairs & Quality Assurance Manager and Julia Peinado, Global Purchasing Director Naturals at Lluch Essence

10:50

LATEST RESEARCHES AND INNOVATIONS

10:50

To encapsulate or not to encapsulate, that is the question!

Dr. Bartosz Tylkowski, Head of Encapsulation Technology at Eurecat

11:15

Olfactory receptors: the biological inspiration for the quantification of interacting cognate odorants

Prof. Josep Samitier, Director of IBEC and Full Professor at University of Barcelona

11:40

Narcea—an unknown, ancient cultivated rose variety from northern Spain

Dra. Mari Carmen Martínez, Head researcher at Viticulture group of CSIC

12:05

Meet who is producing herbal substances in Catalonia

Eva Moré, Senior specialist in tech transfer, consulting and training at Forest Science and Technology Centre of Catalonia (CTFC)

12:30

Sensory approach to measure fragrance perception

Dra. Sara Bayarri, Efficacy and Sensory Analysis Coordinator at RNB

13:00

BREAK

15:05

Biological deodorant: A new strategy to deal with odour, respectfully with the skin and the environment

Dr. Òscar Expósito, CEO & CSO at Vytrus Biotech

15:30

Why do we need odour testing for the market success of cosmetic products?

Rita Ribau, Senior consultant at Olfasense

15:55

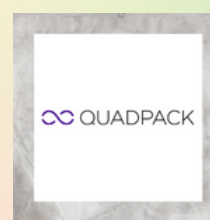
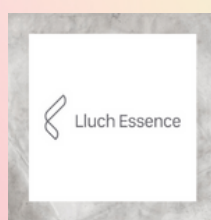
Machine learning for olfaction

Dr. Alexander Wiltschko, Senior Research Scientist at Google Brain Team

16:40

Closure

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