

# 2024 EVENTS CALENDAR

## ■ WEDNESDAY, MARCH 6<sup>th</sup>

### h. 10.30 am – 11.00 am PRESENTATION

**New fragrance territories: the connection between nature and olfactory sense**

*With Chiara Bonucci, Sales & Marketing Manager Italy – BEAUTYSTREAMS*

### h. 11.30 am – 12.30 pm PANEL

**Geographical area: Asia  
The encounter of two civilizations.  
The perfume expedition to China**

*Moderator Laurence Arrigo-Klove, Essencional Advisor & Contributor, Brand Strategist, Communication Consultant*

### h. 12.30 pm – 1.00 pm PRESENTATION

**Discover China: mAPA Artistic Perfumery Awards**

*With Yuqing Zhang, Manager of minorité, Chairman of mAPA2023 Organizing Committee*

### h. 2.00 pm – 2.30 pm PANEL

**The state of the global fragrance market and 2024 outlook by Circana for Essencional**

*With Daniela Servidio, Senior Account Manager Beauty Italy, Alessia Ceriani, Senior Account Manager Beauty Italy*

### h. 2.30 pm – 3.30 pm WORKSHOP

**Essencional Observatory 2024**

*Moderator Silvio Levi, Co-Founder of Esxence and Essencional Director*

### h. 4.00 pm – 5.00 pm WORKSHOP

**A practical immersion in an Artificial Intelligence perfume day**

*Moderator Laurence Arrigo-Klove, Essencional Advisor & Contributor, Brand Strategist, Communication Consultant*

### h. 5.00 pm – 6.00 pm WORKSHOP

**Encounter with an industry icon: Calice Becker, Givaudan**

*Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer*

## ■ THURSDAY, MARCH 7<sup>th</sup>

### h. 10.00 am – 10.45 am PRESENTATION

**Emerging trends and revisiting the definition of niche fragrances for 2024**

*With Clayton Ilolahia, Evaluation & Communication Manager of Fragrances of the World*

### h. 11.00 am – 12.00 pm WORKSHOP

**Edu-tainment: bringing the fun into training staff & educating consumers**

*Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer*

### h. 12.15 pm – 1.00 pm WORKSHOP

**Bouquet of responsibility: navigating sustainability in Artistic Perfumery (and beyond)**

*Moderator Bodo Kubartz, Director of Passion and Consulting*

### h. 2.00 pm – 2.45 pm WORKSHOP

**Unveiling the Middle East's connection with Artistic Perfumery**

*Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer*

### h. 3.00 pm – 4.00 pm EXPERIENCE LAB

**Senses. Neuroscint**

*With Prof. Umberto Borellini, Cosmetologist*

### h. 4.00 pm – 5.00 pm EXPERIENCE LAB

**What's inside, but what's behind?  
The importance of the supply chain of excellence**

*Moderator Annalisa Betti, Journalist and Beauty Expert*

### h. 5.00 pm – 5.30 pm EXPERIENCE LAB

**AI and beauty beyond hype.  
Technology serving the human in the world of beauty**

*With Silvia Andreani, Luxury Beauty & Fashion Client Officer - Ipsos*

### h. 5.30 pm – 6.00 pm EXPERIENCE LAB

**Be indie community: strengthening connections. Growing together in the world of beauty**

*With Giulia Paladini, Founder of BE INDIE Community*

## ■ FRIDAY, MARCH 8<sup>th</sup>

### h. 10.00 am – 11.00 am WORKSHOP

**The Power of Sacred Woods: A spellbinding tale by Givaudan of iconic raw materials.**

*With Arnaud Guggenbuhl, Head of Global Marketing, Insight & Image Fine Fragrance, and Eugénie Briot, Historian*

### h. 11.15 am – 12.00 pm PRESENTATION

**Introduction to the world of Artistic Perfumery in Brazil**

*With Filippo Bellini, Journalist*

### h. 12.00 pm – 1.00 pm WORKSHOP

**Le retour des parfums qui soignent**

*With Annick Le Guéner, Anthropologist, Philosopher and Writer*

### h. 1.00 pm – 2.00 pm EXPERIENCE LAB

**Skin as a demarcation line?  
The emotional and social importance of beauty**

*With Andrea Amari, ActiveBox CEO Cosmetically Different and Matteo Locatelli, Pink Frog Cosmetics CEO and Annalisa Betti, Journalist and Beauty Expert*

### h. 2.00 pm – 3.00 pm PANEL

**Roundtable with rising star perfumers**

*Moderator Karen Marin, Essencional Advisor & Contributor, Consultant and Writer*

### h. 3.00 pm – 3.45 pm PRESENTATION

**How can IFRA help build understanding in the niche fragrance market?**

*With Martina Bianchini, President IFRA The International Fragrance Association*

### h. 4.00 pm – 4.30 pm PRESENTATION

**Mastering the essence of luxury: navigating trends and insights in America's niche fragrance market**

*With Astra Pagliai, COO & Marketing Director ExportUSA, New York*

ENDORSED AND SUPPORTED BY

madeinitaly.gov.it



### h. 5.00 pm – 6.30 pm WORKSHOP

**The new rules for a winning perfume retail model**

*Moderator Laurence Arrigo-Klove, Essencional Advisor & Contributor, Brand Strategist, Communication Consultant*

## ■ SATURDAY, MARCH 9<sup>th</sup>

### h. 10.00 am – 11.00 am

**Royal Perfume, Acqua Arabesca, Pino Silvestre...**

**The challenge of recreating the perfumes of the past for the Osmothèque, International Conservatory of perfumes**

*With Isabelle Chazot, President of the Scientific Committee – Osmothèque*

### h. 11.15 – 12.00 pm PRESENTATION

**IPI – Italian Perfumery Institute**

*With Maurizio Cavezzali, President of IPI and Co-Founder of Esxence*

### h. 12.00 – 12.30 pm

**Introduction of the 2025 Panel: Fragrance awareness education programs between Italy and U.S.**

*With Beatrice Balzarotti, Director of Studies - Italian Perfumery Institute and Simona Abaton, CEO of Abaton Corporation*

### h. 1.00 pm – 2.00 pm EXPERIENCE LAB

**The beauty social language**

*With Cristian Cavagna, Popularizer and Trainer, Perfume Expert and Annalisa Betti, Journalist and Beauty Expert*

### h. 2.00 pm – 3.00 pm EXPERIENCE LAB

**Skin in skin out.  
The incredible journey of cosmetics through the skin**

*With Gisberto Caccia, Pharmaceutical Chemist*

### h. 3.00 pm – 3.30 pm EXPERIENCE LAB

**Cleopatra. The power of beauty**

*With Roberta Deiana, Writer, Podcaster, Perfume Copywriter*

### h. 3.30 pm – 4.30 pm EXPERIENCE LAB

**Communicating cosmetics today across science, market, social and education**

*With Marisa Ascioti, Pharmacist, Founder of AIIQO*

## OUTDOOR EXPERIENCE IN THE PARK OF CITY LIFE

**Capture the essence of the landscape  
With Ernesto Collado, CEO & Founder of BRAVANARIZ/Smelling Wild**

Friday, March 8 - 10.30 am  
Saturday, March 9 - 10.30 am

Limited number of participants  
(60-90 min. each session)

**For information and registration:  
events@equipemilano.com**