

SYMPOSIUM

AI . EMOTION . SUSTAINABILITY

A WINNING FORMULA TO DESIGN
NEW FRAGRANCES & COSMETICS

HOTEL DE VILLE, 20th May 2025

1:45 PM TO 6:45 PM Symposium

6:45 PM TO 7:30 PM Networking cocktail

7:30 PM EFCM students' project, festive event



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14:00 Opening: D. Rouche (1st Deputy Mayor, Versailles City Hall), A. Jossieran (President UVSQ), N. Salado (Executive Director, ISIPCA)

14:15 Julien Laszlo, Aquila Data – Scientific introduction

14:35 German Castillo, Kemchain – Regulation

14:55 Dominique Marc, Rocher – R&D

15:10 Sharon Yigal, Moodify – IA Atelier du Parfum

15:30 Matthieu Loury, Predicity – Formula optimization

15:50-16:10 – Break (smelling session with Samuel)

16:10 Romain Krafft, Perfumist – 3M Users & Data

16:30 Alex Wiltschko, OSMO – Generation: Digital perfumery house

16:50 Martina Bianchini, Consultant – Safety & AI EU regulation

17:10 Samuel Fillon, Sommelier du parfum – Consumer Market Insight 3.0

17:30 RT AI X Emotions – Sameh Meghri, Florent Pascal, AIMEE & Françoise Rapp

18:00 Simon Van Cauwenberge – From Food pairing to Headspace

18:20 Ralph Bou Nader, Arabian Oud – Keynote: AI & Intention

18:40-19:25 – Networking cocktail

19:30-22:00 – EFCM tutored project – Conference & presentation

AGENDA



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