

Press Release



A look at the latest advances in smell and taste sciences and interactions with health and well-being

The PASS (Perfumes, Flavours, Fragrances and Savours) competitiveness cluster is putting in place a second international conference, which will alternate with “Advances in natural products analysis” every two years.

“Advances in smell and taste sciences” will be dedicated to **scientific advances in the fields of smell and taste**, as well as providing a chance to explore their **interactions with health and with well-being**.

Taste and smell are essential functions for life but also contribute to our enjoyment and to our social activities. The key role of these senses allows the fragrances and flavors market to resist against the global economic downturn. Indeed, despite recessionary times, consumers have a growing preoccupation of well-being and health impacts.

Innovative formats, new delivery systems of fragrances, links between odors and emotions, relevant combination between healthy and tasty products, input of chemical sensing technologies : this conference will be the opportunity to focus on major challenges and scientific advances in the fields of smell and taste.

Date: November 28, 2013 - 9:30 am to 4.45 pm

Location : Nice (France)

Official language: English

Institutional partner: Nice Côte d’Azur

Program, information & registration : www.pole-pass.fr

PROGRAM

Scents and Technology Emmanuelle MOEGLIN , Global Fragrance Analyst, MINTEL, London, UK
Biomimetic models of olfaction and how they may be translated into functional engineering devices Pr. Krishna PERSAUD , Founder of Multisensor Systems Ltd, Cheadle, UK
From chemistry to Proust's Madelaine : universality and variability of olfactory emotions Dr. Sylvain Deplanque , Swiss Center for Affective Sciences, University of Geneva
Sodium reduction : from theory to practice Pr. Gerrit SMIT , Laboratory of Food Chemistry, Wageningen University, The Netherlands
Sensory engineering of pleasurable and satiating products. Challenges and methods Dr. Julien Delarue , AgroParisTech, UMR 1145 Ingénierie Procédés Aliments, Laboratoire de Perception Sensorielle et Sensométrie, Paris, France
Taste analysis by electronic tongue : principle and example of applications Dr Sylvain Morel , Director of Europe, Alpha MOS, Toulouse, France

Press contact : **Bénédicte PICKE** – b.picke@pole-pass.fr

PASS CLUSTER - 48 avenue Riou Blanquet BP 21017 Grasse - FRANCE - +334 92 42 34 84

PASS (Perfumes, Flavours, Fragrances and Savours) is an accredited competitiveness cluster at the national level and PRIDES (Regional Cluster for Innovation and Solidarity-based Economic Development) at the regional level.

The strategic ambition of the PASS cluster is to innovate for sector sustainability by becoming a benchmark international cluster for the characterisation, evaluation and production of natural extracts used in the flavour, cosmetic and fragrance industry. Its action concentrates on the development of collaborative R&D projects bringing together members around innovative initiatives and combining the expertise of public and private research bodies.