

SOUTH AFRICAN ASSOCIATION OF THE FLAVOUR & FRAGRANCE INDUSTRY



bridging the GAP **from marketing to market via the BRIEF**

SAAFFI's 9th ANNUAL SEMINAR & WORKSHOP
THURSDAY 10th MARCH 2011
Bytes Conference Centre, Midrand, Gauteng

Following the success of the Seminar and Workshop combo in March 2010, SAAFFI is organising another Seminar, combined with a Workshop, for March 2011.

The theme of the event in 2011 will be the BRIEF - that all-important document used by FMCG manufacturers and flavour & fragrance houses to outline the requirements for new submissions.

The Seminar will include presentations by:

- Simone Falconer, General Manager of The 7th Floor Innovation Centre, on the importance of NPD and Innovation for the growth of a Company, and how this needs to be integrated with other role players, particularly Flavour & Fragrance Houses. The Conception
- Anna Stoltz, of Firmenich, on the handling of NPD and Innovation at laboratory level by both an FMCG Manufacturer and a Flavour & Fragrance House. The Birth of the Brief.
- Fabienne Bourhis, Perfumer at Mane, explaining how a professional would handle one of the briefs in the Workshop.
- Shaun Smith, of The Fusion Cooking School, will encourage delegates to experiment in fusing what were traditionally two completely separate fields - flavours/food and fragrances/perfumes.

Other presentations will be given by a flavourist and an expert in sensory/emotional evaluation.

During the Workshop session, all delegates, in 40 Teams, will be given the task to create a flavouring or a perfume compound according to a brief. Prizes will be given to the winning Teams

'bridging the GAP' will enable delegates to learn more about:

- the importance of the brief and how it influences the final recommendations,
- how flavourings and perfume compounds are developed
- aspects of sensory/emotional evaluation

'bridging the GAP' will also be a first class networking opportunity.

This will be a great opportunity for those in Procurement, Marketing and R&D to appreciate the importance of the Brief and get hands-on experience of the complexities of creating flavourings and perfume compounds. All this whilst networking with like-minded people from similar industries. A 3-course lunch and cocktails are included.

Note the date - **Thursday, 10th March 2011.**

There will be a reduced charge for fully paid-up SAAFoST Members. To benefit from this, please contact Michael Gristwood on info@saaffi.co.za

Further details and booking information follow in due course. Keep up-to-date by visiting www.saaffi.co.za/index.php?page=events