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# Symrise launches new innovation centre

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Designed in accordance with the company's global R&D strategy, the new centre will focus on connecting megatrends, consumer needs, customer requirements, sustainability, innovation and cost efficiency. It comprises laboratories designed for a wide range of uses from flavour creation and application, to food science and research, for industry players to discovery sensory and consumer insights.

All of the research developed by the new centre research will be applied to the general development of new technologies and research methods, food flavours innovation for Asian customers, and to support key global innovation-driven projects. To support future industry growth, the company will partner with local tertiary institutions to support curriculum skills development, and also drive employee training in essential areas like flavour creation and flavour application.