

IFF to open state-of-the-art centre in Shanghai

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IFF, a global leader in food and beverage, home and personal care, scent, and health announced that it aims to complete the renovation and expansion of its facilities in Shanghai Hongqiao Airport Business Park, Shanghai, China. The site will be fully operational by the end of August 2024. The 16,000 square-meter site, named “Shanghai Creative Centre,” is IFF’s largest in Asia. The project is designed to drive the development of innovative solutions across the IFF portfolio in China and the Greater Asia market, further strengthening its global leadership in fragrances, flavours, functional ingredients, and bioscience-based portfolios.

“The Shanghai Creative Centre will bring together capabilities across IFF, all in one location, enabling us to improve our delivery of end-to-end solutions for customers in Asia and around the world,” said Erik Fyrwald, IFF’s chief executive officer. “This was a natural next step following the opening of our Singapore Innovation Center in 2022 and reaffirms our dedication to advancing innovation in Asia.”

IFF first entered the Chinese market in 1981, becoming the fragrance and flavour industry’s first multinational to establish a footprint and set up a factory. The newly renovated site signals the importance of the Asia region to IFF, globally. Today, China is one of the most important markets for flavours and fragrances with high growth potential. Furthermore, the region’s demand for bioscience-based products is rapidly accelerating, as consumers increasingly seek options for greater longevity and healthy lifestyles. IFF’s deep knowledge and experience in these sectors, coupled with this investment in the innovation centre, positions the Company to offer differentiated products to market quickly and effectively to support its customers’ brand growth strategies in China.