

Symrise invests â?~8M in fragrance creative centre in China

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The Germany-headquartered flavours and fragrances company has stated that China is one of its key sales markets. At the new facility, Symrise perfumers will develop around 9,000 fragrances for the Chinese market each year.

Symrise said that a generous amount of space and specially furnished rooms will offer plenty of room for creation and market research. There will be a fragrance creation and compounding area, an application laboratory for customer samples, as well as consumer insights facilities.

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The five hectare plot of land will allow Symrise to further exploit the growth opportunities and expand its capacities in the in the coming years.