



## 2026 EVENTS CALENDAR Esxence Conference Hall

For information on how to access the Conference Hall, please refer to the notes at the end of this document.

### WEDNESDAY, JUNE 3<sup>rd</sup>

h. 10.15 am -10.45 am

#### **Esxence Opening Ceremony**

h. 11.00 am – 11.30 am

Presentation

#### **From Volatility to Value: Fragrance Evolution through 2028**

*With Elisa Ferraro, Area Manager Italy – BEAUTYSTREAMS*

h. 11.30 am – 12.15 pm

Presentation

#### **2026 Niche Fragrance Trends and Insights from the Fragrances of the World Database**

*With Clayton Ilolahia, Evaluation & Communication Manager of Fragrances of the World*

h. 12.30 pm – 1.15 pm

Panel

#### **Disaster-Proofing Your Perfume Brand**

*Moderator Sarah Colton, Perfume journalist and author of Bad Girls Perfume: Tips and Tales*

*With Pissara Umavijani, Founder and Creative Director of Dusita Perfume – Anne Sophie Behaghel, Co-Founder and Perfumer of Flair – Thomas De Monaco, Founder, Owner and Creative Director of Thomas De Monaco Parfums*

h. 1.30 pm – 2.15 pm

Panel

#### **Perfume Crossroads – Italy & the Middle East: Where Scents Become Bridges**

*With Bruno Chezzi, Fragrance Director of MANE Italy - Cristina Stefanutti, Marketing Manager Fragrance Division of MANE Italy - Benjamin Bélizon, MANE Perfumer - Cristiano Canali, MANE Perfumer*

h. 2.30 pm – 3.00 pm

Presentation

#### **Scent & Mind: Neuroscience and AI Exploring the Sense of Smell**

*Giuseppe Musci, Co-founder innovative startup Freenspire*

h. 3.00 pm – 3.30 pm

Interview

#### **One-on-One with Perfumer Julien Rasquinet**

*Interviewed by Karen Marin, Content Director & Consultant, Essencional*

*With Julien Rasquinet, Fine Fragrance Senior Perfumer at CPL Aromas*

h. 3.30 pm – 4.15 pm

Panel

#### **SMELL A MEMORY Uncover How the Nose Talks to the Brain**

*Moderator Adam James Cavallari, Founder and Creative Director Jijide*

*With Federica D'Andrea, Senior Lecturer in Dementia Studies, Geller Institute of Ageing and Memory, School of Medicine and Biosciences, University of West London, UK - Desirée Lopis, Assistant Professor in Neuropsychology, Laboratory of Cognitive Functioning and Dysfunctioning, Paris Nanterre University, Nanterre, France -*

*Victoria Tischler, Professor of Behavioural Science, Faculty of Health and Medical Sciences, University of Surrey, UK*



h. 4.30 pm – 5.15 pm

Panel

**Circana presents: Niche Fragrances in the Perfumery Channel**

*Moderator Karen Marin, Content Director & Consultant, Essencional*

*With Sylvie Cagnoni, Executive Director of Circana - Alessia Ceriani, Senior Account Manager Circana*

h. 5.30 pm – 6.15 pm

Panel

**Le Parole della Profumeria, un'esperienza sensoriale**

*Moderator Loredana Linati, Director of Imagine, the first trade magazine of the perfumery industry*

*With Francesca Piucci, Beauty Education Specialist & Coach Umanista - Stefania Dalla Mutta, Profumerie Lively - Rossana Liguori, Profumeria Liguori of Lecce - Dominique Moellhausen, Perfumer and R&D Director of Moellhausen*

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**THURSDAY, JUNE 4<sup>th</sup>**

h. 10.30 am – 11.15 am

Interview

**An Encounter with Michael Edwards**

*Interviewed by Karen Marin, Content Director & Consultant, Essencional*

*With Michael Edwards, Founder of Fragrances of the World, Taxonomist and Author*

h. 11.30 am – 12.15 pm

Workshop

**Essencional Observatory 2026**

**Beyond the Bottle: Artistic Perfumery Through the Lens of Retail**

*Moderator Karen Marin Content Director & Consultant, Essencional with Silvio Levi, Co-Founder of Esxence and Essencional Founder and Director, Tomonobu Nakamori, founder, Nose Shop, Tokyo, Matteo Stringhini, 50MI Co-founder (Milano)*

h. 12.30 pm – 1.15 pm

Panel

**'TIKTOKIFICATION' - Is TikTok transforming Fragrance?**

*Moderator Williams Haydn, Writer & Podcaster*

*With Andrea Valdo and Chiara Valdo Co-founders of Jusbox Perfumes - Vesa Kalho, Chief Brand Officer of Fraegra - Brandon Winfield, Content Creator & Fragrance Expert*

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**FRIDAY, JUNE 5<sup>th</sup>**

h. 10.30 am – 11.15 am

Panel

**Beyond the Launch Frenzy: The Emergence of Slow Perfumery**

*Moderator Karen Marin, Content Director & Consultant, Essencional*

*With Dariush Alavi (alias Persolaise), Writer and Editor - Brooke Beldon, Founder of Sainte Cellier - Manos Gerakinis, Founder of Manos Gerakinis Parfums - Neela Vermeire, Founder of Neela Vermeire Creations*



h. 11.00 am - Business **Lounge n. 7**

Talk **(in italiano)**

**Un viaggio nelle famiglie olfattive**

**Fashion Files: The fragrance edit**

*Un vodcast di AMICA con Luisa Simonetto, Carla Ferron e Massimiliano Sortino*

*La partecipazione è su iscrizione ed è limitata a un massimo di 30 posti disponibili. Per informazioni e per registrarsi, scrivere a: [communication@equipemilano.com](mailto:communication@equipemilano.com)*

h. 11.30 am – 12.15 pm

Presentation

**Analysis of Specific Trends Contributing to the Success of the Artistic Perfumery Sector in China**

*With Marta Lucattelli Head of Client Services & Strategy, [Alkemy]+ China - Yimeng Liu Social Media Coordinator, [Alkemy]+ China*

h. 12.30 pm – 1.15 pm

**Three Speeds of Asia: Korea – Vietnam – Indonesia**

*Moderator Bodo Kubartz, Consultant & Journalist, Passion and Consulting, Germany*

*With Héloïse Lefebvre du Prey, Senior Project Manager of South Asia, Asia Cosme Lab - Sung Soo Kim, Founder & CEO, Saranghaeyo (RXAP Korea Company Limited), South Korea - Tinanda Nabila, CEO, Alchemist Fragrance, Indonesia*

h. 2.30 pm – 3.00 pm

Presentation

**Scents of China**

*With Feng Tianle, Perfumer & Founder of Voice From The Sky/ CEO of DHFF*

h. 3.00 pm – 3.45 pm

Panel

**Paving the Way to China Fragrance Market**

*With Wendy LAU, Executive Director of Eternal Group - Sissie YIU Corporate & Marketing Communications Director, Eternal Group - Stefano De Paoli of InvestHK, Italy Chief Representative, Weng Haocong, Director of Xuelei Fragrance Museum - Wincy Tang, General Manager, Marketing & Partnership of Experience 11 Limited - Cindy Zhong, Director of General Affairs, Eternal Group*

h. 3.45 pm – 4.30 pm

Presentation

**The Three Essentials of Success for Asian Brands and Perfumers**

*Gary Lap-Keek Chin, President of Asia Perfume Foundation*

h. 4.30 pm – 5.15 pm

Panel

**The New Vintage Movement: When Gen Z Rediscovered Heritage Brands**

*Moderator Karen Marin, Content Director & Consultant, Essencional*

*With Arnaud Guggenbuhl, Head of Global Marketing, Insight & Image Fine Fragrances of Givaudan - Amélie Huynh, CEO of Maison d'Orsay - Louise Farina, Managing Director of Farina 1709 - Nicola Pozzani, Award Winning Fragrance Creator and Educator*

h. 5.30 pm – 6.00 pm

Presentation

**Hong Kong as Your Launchpad: Entering Asia Without Guesswork**

*Stefano De Paoli, Italy Representative of Invest Hong Kong*

*Claudia Stagno, Editor-in-chief of Export Magazine*

**Allianz MiCo – Milano Convention Centre**

Viale Scarampo | Gate 6

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## SATURDAY, JUNE 6<sup>th</sup>

h. 10.30 am – 11.15 am

Presentation

### **At the Heart of the World's Perfume Archives: 15 Fragrances Brought Back to Life by L'Osmothèque.**

*With Anne-Cécile Pouant, Director of L'Osmothèque*

h. 11.30 am – 12.45 pm

Presentation

### **FROM VISION TO FRAGRANCE - Italian Perfumery Institute Talk**

*A conversation on education, creativity and the future of perfumery.*

*With Maurizio Cavezzali, Co-Founder of Esxence and President of Italian Perfumery Institute*

*Beatrice Balzarotti, Partnership Development of Esxence and Direction of Italian Perfumery Institute*

*Nicola Maiolo, CSO, HIC Srl*

h. 2.30 pm – 3.00 pm

Book Presentation

### **Le Immagini del Profumo: An Approach to a Personal Vision of Perfumery**

*Matteo Fumagalli, Author and fragrance educator*

*Meo Fuscioni, Master Perfumer*

h. 3.00 pm – 3.30 pm

Presentation

### **The New Language of Middle Eastern Perfumery**

*With Amandine Galliano, Perfumer at Robertet*

*Antoine Agati, Fragrances Marketing Director at Robertet*

## **OUTDOOR EXPERIENCES**

### **Nose Trip: An Olfactory Experience to Travel with Our Nose**

*With Ernesto Collado, CEO & Founder of BRAVANARIZ/Smelling Wild*

- Friday, June 5<sup>th</sup> - 12.00 noon
- Friday, June 5<sup>th</sup> - 4.30 pm
- Saturday, June 6<sup>th</sup> - 12.00 noon

### **Limited number of participants.**

(60-90 min. each session)

For information and registration

[communication@equipemilano.com](mailto:communication@equipemilano.com)

## **ETERNAL GROUP - Business Lounge n° 8**

**The Eternal Path to China**, a strategic bridge designed specifically for international fragrance brands seeking to enter one of the world's most dynamic and fast-growing markets.

**The Experiences:** Industry Talks; Brand Consultations; Key Seminar; Market Insights

**For registration:** [chrischu@eternal.hk](mailto:chrischu@eternal.hk)



### How to Access the Conference Hall

#### **For industry professionals:**

- **From June 3 to 6:** purchase a valid entry ticket on [VivaTicket.com](https://www.vivaticket.com) which grants access to both the Conference Hall and the exhibition area.

#### **For the general public:**

- **From June 3 to 5:** request a free "Audience of Conference" badge (by providing your first name, last name, email address and the **conference title** you wish to attend to [events@equipemilano.com](mailto:events@equipemilano.com)). This badge grants access exclusively to the Conference Hall and does not allow entry to the exhibition area.
- **On June 6 (Saturday):** you may choose between:
  - requesting a free "Audience of Conference" badge (by providing your first name, last name, email address and the conference you wish to attend to [events@equipemilano.com](mailto:events@equipemilano.com)), which grants access only to the Conference Hall and not to the exhibition area;

**OR**

- purchasing a valid entry ticket on [VivaTicket.com](https://www.vivaticket.com), which grants access to both the Conference Hall and the exhibition area.

**Please note: The Audience of Conference ticket does not allow entry to the exhibition floor.**