



THE INTERNATIONAL
FRAGRANCE ASSOCIATION

Press release

New IFRA Chair and Board of Directors take office

Hans Holger Gliewe begins term heading Board of global fragrance industry body

Geneva, 1 April 2020 – Hans Holger Gliewe has taken office as the new Chairman of The International Fragrance Association. Hans Holger succeeds Michael Carlos in the role, and now heads a body including representatives of the seven multinational Regular Members of IFRA and of the Asia-Pacific, Europe, Latin America and North America regions.

Speaking about his appointment, **Hans Holger Gliewe** said:

“I am delighted to be taking on the role of IFRA Chairman. I look forward to guiding and supporting our members and our dedicated team in the coming years, including on projects such as implementation of the new IFRA Standards and our forthcoming Sustainability Initiative.”

A German national, Hans Holger Gliewe has worked in the fragrance and flavor industries for forty years. He first joined Haarmann & Reimer GmbH, which later became part of Symrise, in 1980.

After holding regional and global management positions he was made a member of Symrise's Global Executive Boards in 2009 as President of the Flavor & Nutrition Division. He later became Chief Sustainability Officer, based in São Paulo, Brazil. He was Chairman of the International Organization of the Flavor Industry (IOFI) from 2014 to 2016 and joined the IFRA Board in 2017.

Martina Bianchini, the IFRA President, welcomed Hans Holger and paid tribute to his predecessor:

“Hans Holger brings great knowledge and experience to the role. He has a tough act to follow: under Michael Carlos' chairmanship IFRA has developed as a truly global presence with new offices in Latin America and Asia-Pacific, an established annual meeting and an enhanced safe use program, the IFRA Standards. We wish Michael all the best in his retirement and look forward to his continued support as Chairman Emeritus.”

Hans Holger Gliewe begins his two-year term on 1 April 2020, chairing meetings of the Board of Directors and leading external representation of the Association.

Maurizio Volpi of Givaudan becomes Vice-Chair, while Thomas Schröder of BASF becomes Treasurer. The other company representatives are Armand de Villoutreys (Firmenich), Thomas Dressler (Symrise), Hisaya Fujiwara (Takasago), Christophe Maubert (Robertet) and Nicolas Mirzayantz (IFF).

IFRA's 21 National Associations are represented via the four IFRA regions: Asia-Pacific (by Takamasa Hirai, T-Hasegawa), Europe (by Philippe Massé of IFRA's French national association, Prodarom), Latin America (by Miguel Zavala, Bell) and North America (by Andy O'Shea, Berjé).

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About The International Fragrance Association (IFRA)

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises seven multinational companies, 21 national associations in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, and eight supporting members. Its mission is to promote the safe use of fragrance for everyone's enjoyment.

Fragrances are a key platform technology used by consumer goods companies – for fine fragrances, personal care products, household care and more.

IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The program is at the heart of the IFRA Code of Practice, which applies to all IFRA members globally, including members of IFRA's 21 national associations. The Code also requires members to abide by local, national and international regulation, and to apply good manufacturing practices.

For further information, please visit ifrafragrance.org

Media enquiries and interview opportunities with Hans Holger Gliewe

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