



PÔLE DE COMPÉTITIVITÉ  
Parfums Arômes Senteurs Saveurs

INNOVER POUR UNE FILIÈRE DURABLE



**The flavour and fragrance  
competitiveness cluster**

# Assets of an unique territory

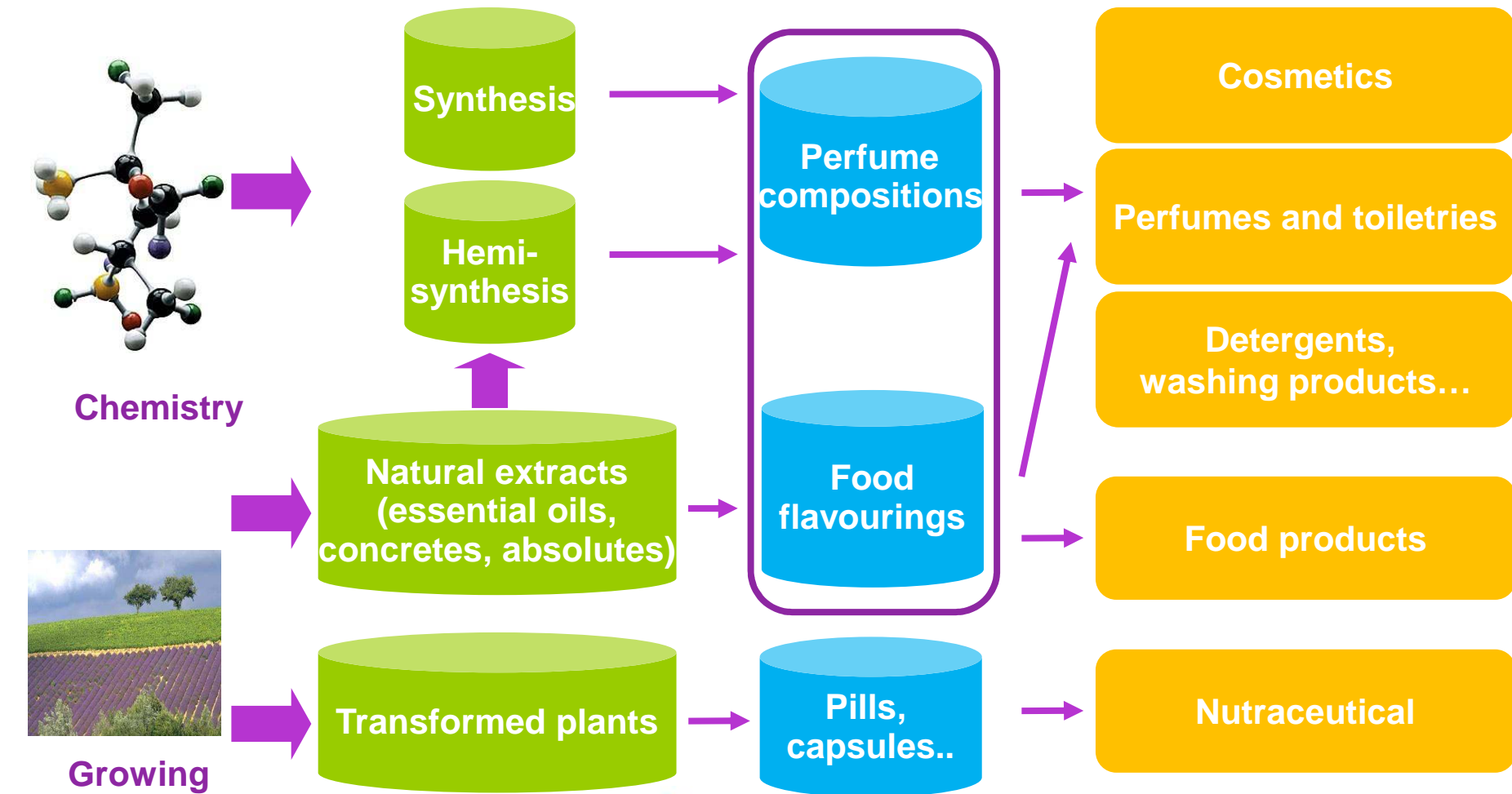
- 550 companies
- Worldwide leader of lavandin production
- 55% national production of cosmetic and perfume
- Turn over : 4 Bns €
- > 30 public research laboratories



# F&F : value chain of aromatic industry

## Production of aromatic raw materials

## Final product





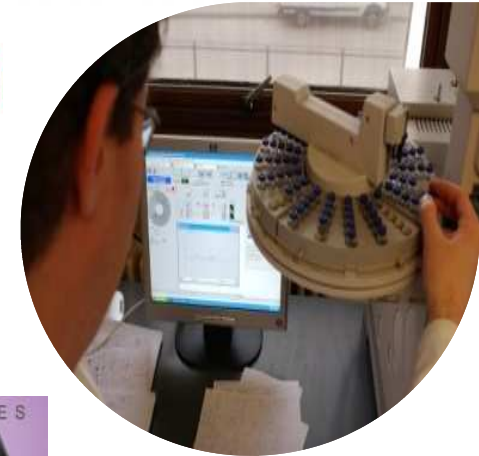
# Active members of F&F cluster

**IFF**

International Flavors & Fragrances Inc.

**Firmenich**

**charabot**  
exploring nature & emotion



**VMF MANE**

**ROBERTET**

**PAYAN  
BERTRAND**

**Cargill**

**L'OCCITANE**  
EN PROVENCE

LABORATOIRES  
**BEA**

*ferini*  
Laboratoires  
DOCTEUR GAETANO  
**zannini**  
s.a.

- Leaders of aromatic industry
- Innovating companies

**apf**  
arômes & parfums

**ALBHADES**  
PROVENCE

**CLOS · D'AGUZON**  
MATIÈRES PREMIÈRES AROMATIQUES

**AGRO'NOVAE**  
DEVELOPPEMENT

**aistillerie**  
**Bleu**  
PROVENCE

**Soléou**  
L'éclat du goût

**terre d'Oc**

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# Active members of F&F cluster



- Laboratories of private or public organisation
- Universities and training centre



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# Key figures of F&F cluster

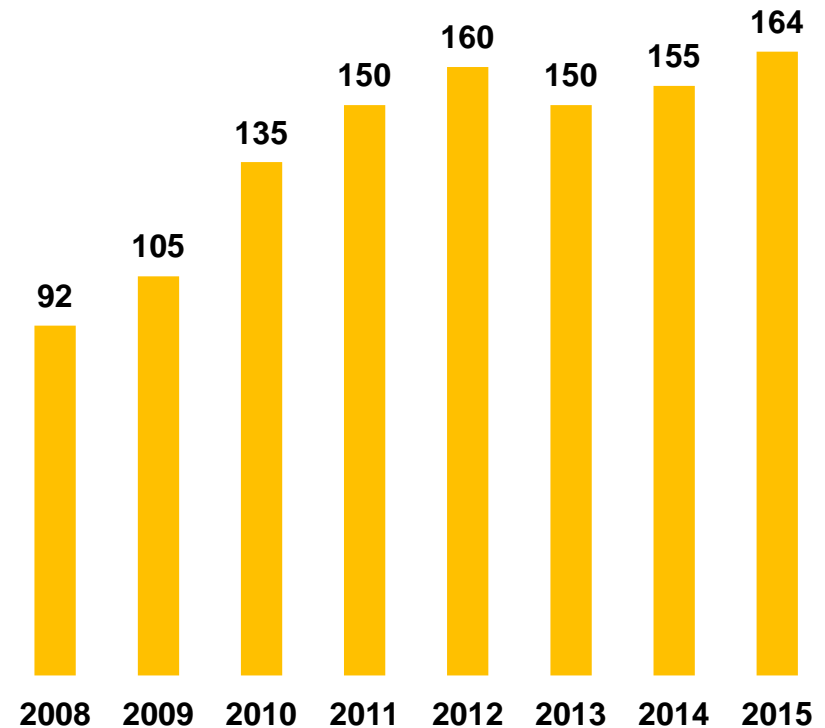
130 companies  
11 000  
employees

93 R&D granted  
projects  
for 140 M€

14 labeled  
trainings with  
universities

300 searchers  
involved in  
projects






## Members



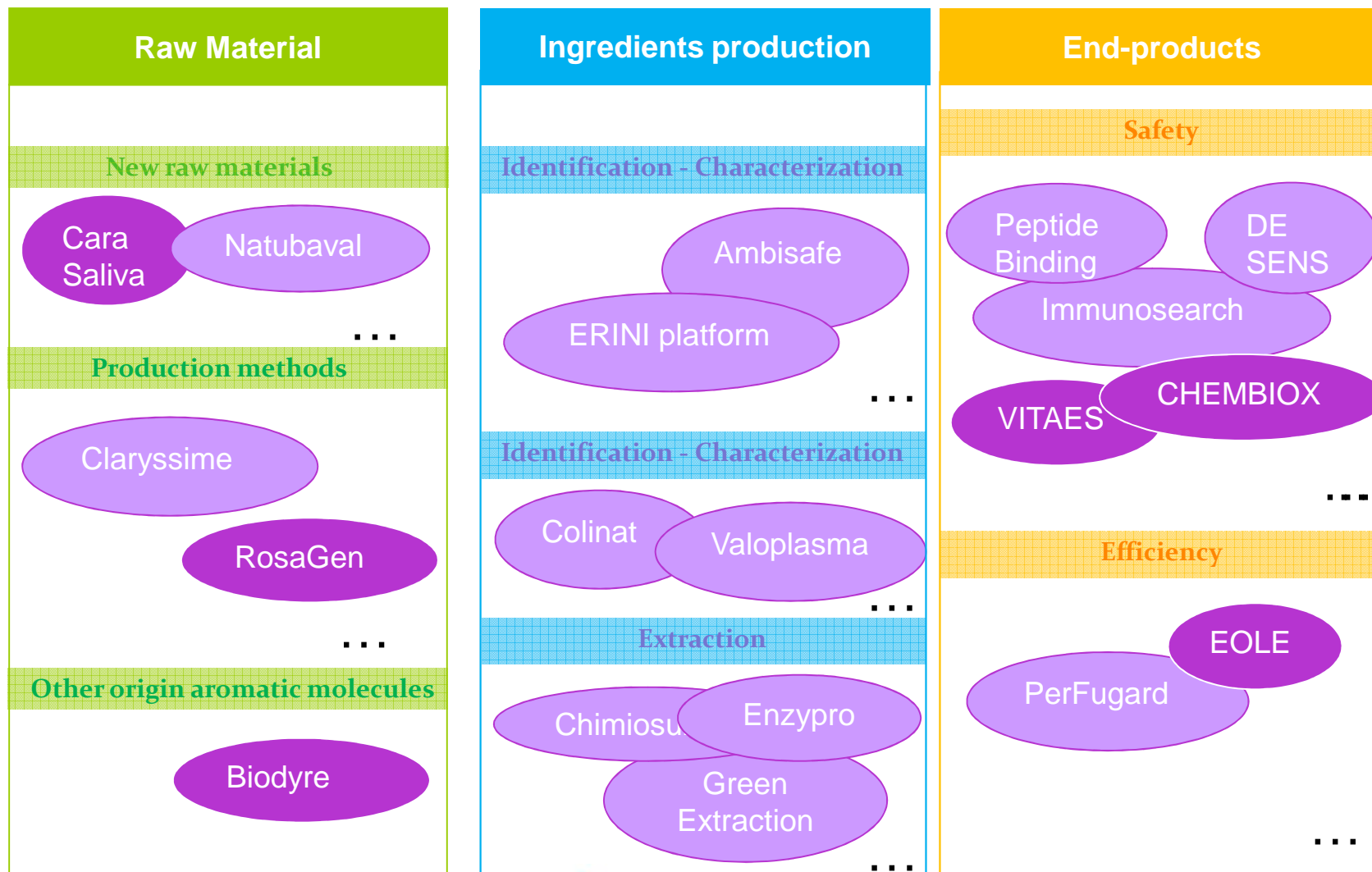
# 2013 – 2018 : 5 Technological Challenges



Main technological challenges

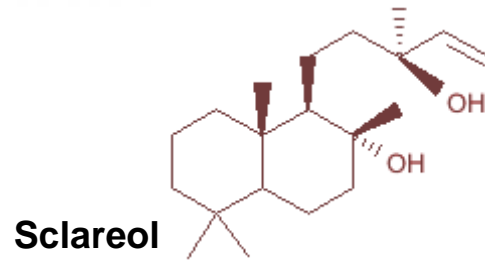
1	Innovation and Optimization of Plants : <a href="#">9 new R&amp;D projects</a>	Sustainability and Efficacy	 Algraal
2	Green process : <a href="#">10 new R&amp;D projects</a>		 Essenzyme
3	Functionality : encapsulation, formulation, proof of biological activity, polymerization : <a href="#">5 new R&amp;D projects</a>	Enhance Added Value	 CACEI
4	Innocuity – Efficacy : <a href="#">11 new R&amp;D projects</a>		 PerFuGard
5	Identification of new uses and new finished products : <a href="#">2 new R&amp;D projects</a>	Market development	 Garant'air

# Themes of innovative projects





# Claryssime project - FUI



**Ambrox®**

fixative in perfumes

The objectives of the claryssime project was to:

- optimize the production of sclareol per hectare by different approaches,
- identify the genes involved in the synthesis and secretion of sclareol
- improve the extraction of sclareol plant,
- determine and value all co-products sclareol ...

## Partnership:

Leader: Bontoux SA (SME in Drome)

Public laboratories:



Technical centers:



Duration: 4 years

Budget: M€ 2.5

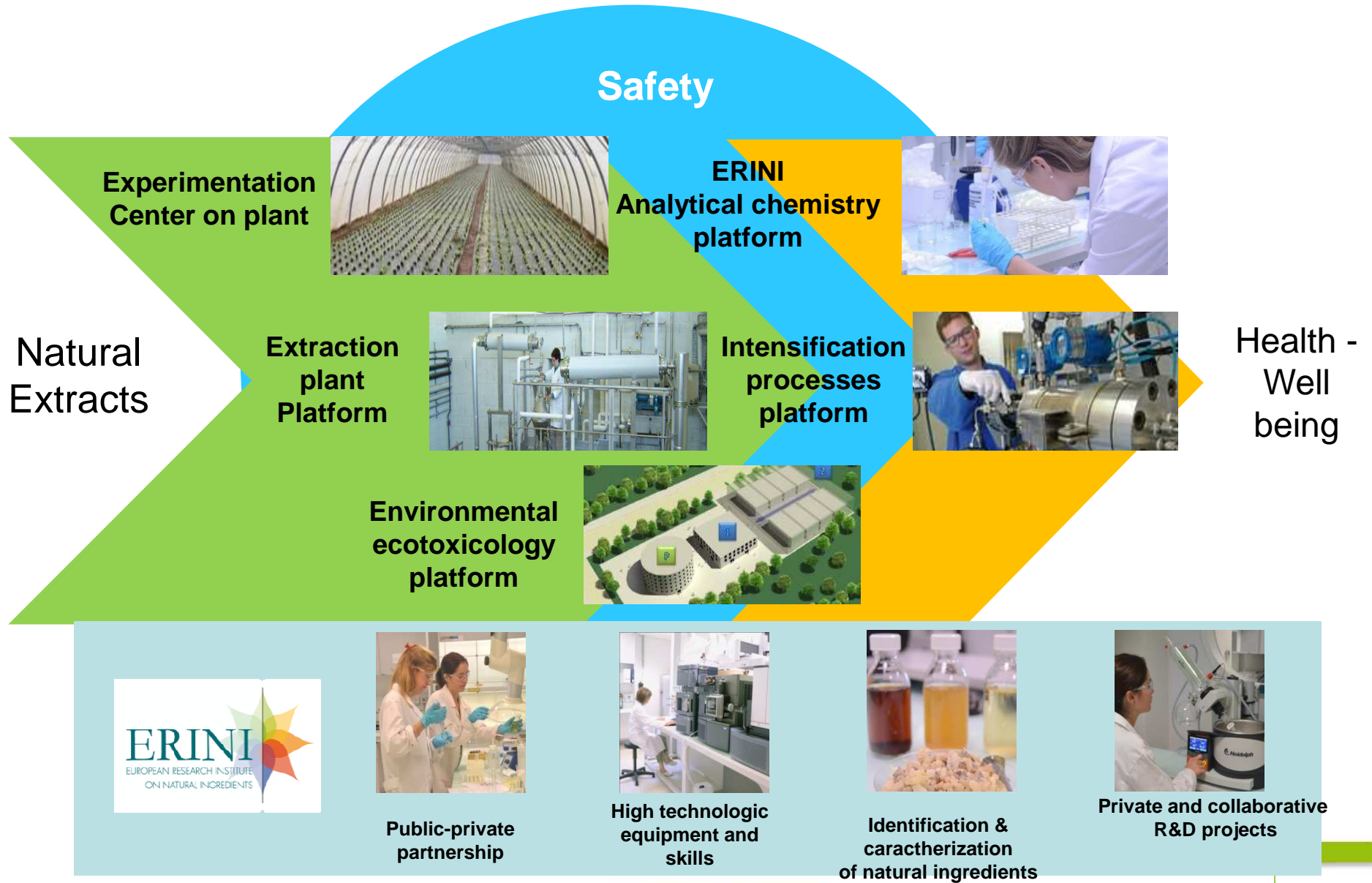


Agricultural cooperatives:



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# Key structuring programs



# Eco-Extraction Platform of Valréas

Clean, innovative, and efficient technologies of plants extraction



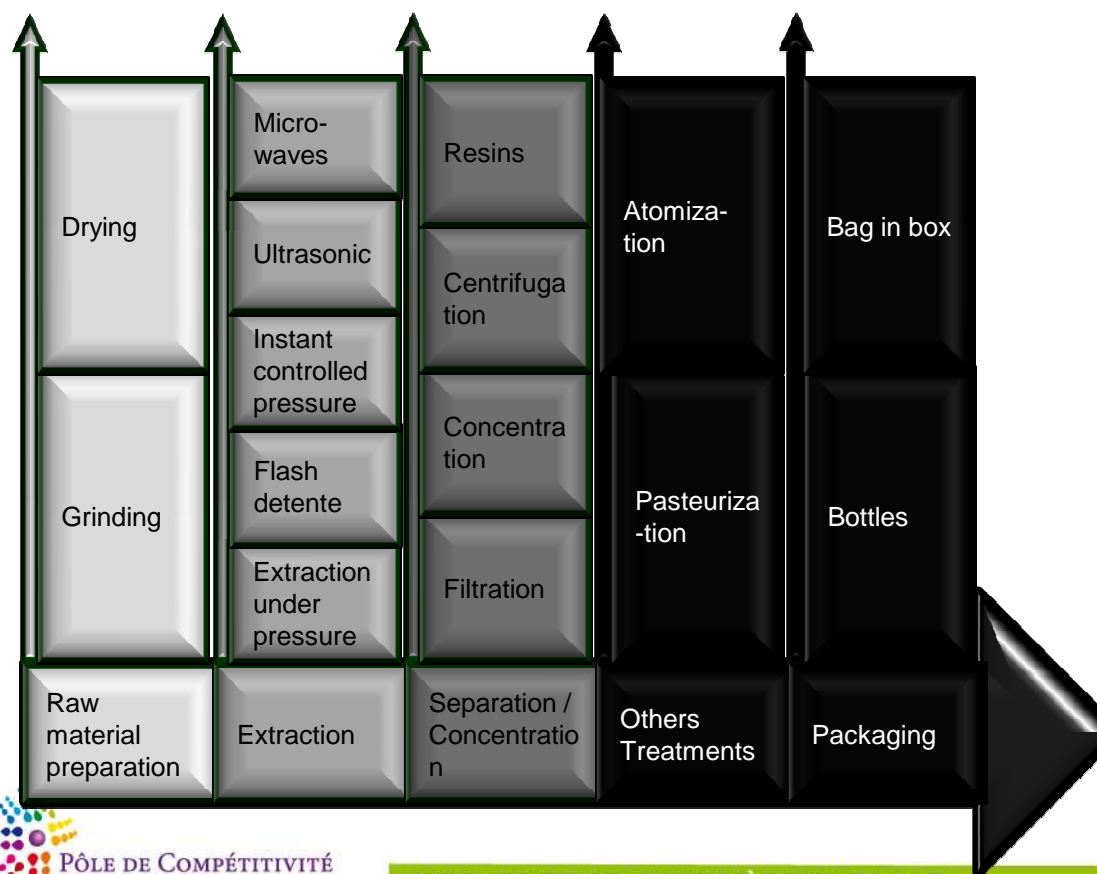
*Cité du Végétal*  
de l'Enclave  
des Papes



# Eco-Extraction Platform of Valréas

Development :

- New natural ingredients, food, cosmetic and health products issued from fruits, vegetables and Perfume Aromatic and Medicinal Aromatic Plants,
- New processes based on green-extraction principles







## **COLLABORATION FOR THE SUSTAINABLE BIODIVERSITY OF MEDICINAL AND AROMATIC PLANTS**

**« International innovation on Medicinal and Aromatic Plants »  
(I2MAP)**

**I2map groups major actors of MAP around innovation**

to impulse economic and business development





**Members**



# Our Partners



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A wide-angle photograph of a lavender field under a clear blue sky. A gravel path runs down the center of the field, leading towards the horizon. The lavender plants are in full bloom, creating a dense carpet of purple. The sky is a vibrant blue with a few wispy clouds near the horizon. The overall scene is peaceful and scenic.

# Join F&F Cluster !

Thank you very much for your attention

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