



EUROPEAN FLAVOUR & FRAGRANCE ASSOCIATION

PRESS INFORMATION

REALIGNMENT OF EFFA: NEW EFFA FOCUSES ON THE REPRESENTATION OF THE EUROPEAN FLAVOUR INDUSTRY

EFFA General Assembly votes in favour of withdrawal of the fragrance branch; the new EFFA will henceforth focus on representing the interests of the European flavour industry.

Brussels, 4 December 2009

At its General Assembly, held on Wednesday 2 December 2009 in Brussels, the former European Flavour and Fragrance Association (EFFA) voted in favour of the disconnection between the fragrance and flavour branches. The new EFFA will henceforth concentrate its representation activities on the interests of the European flavour industry, while the fragrance industry will be represented by the EU Affairs Department of IFRA, the International Fragrance Association. The new EFFA starts officially operating as from 1 January 2010 onwards.

On 2 December the former EFFA General Assembly voted in favour of the withdrawal of the fragrance branch, and consequently of setting up a new EFFA (European Flavour Association). At the subsequent first statutory General Assembly of the newly constituted EFFA, the members approved the statutes and endorsed the objectives of the association, being to represent respectively promote the interests of the flavour industry, and further, to ensure that the requirements set by the European regulatory bodies are met in a timely and satisfactory manner.

The reasons for this realignment are mainly the need for a more flavour-specific advocacy approach, and an increasing variety of challenges the flavour industry is facing.

As a consequence of this realignment process, the new EFFA consists of 20 Ordinary Members (12 National Associations and 8 Company Ordinary Members). Three members of the current EFFA staff remain at EFFA, while REACH Manager Cristina Arregui will join IFRA.

At its first statutory meeting the EFFA General Assembly elected Heinrich Schaper (Symrise) as President. Mr Schaper chairs the Executive Board. The other elected Executive Board Members are: Jan Grøndal (DFO), Jean Mane (Mane Fils), Ian Gordon (BEMA), Jeroen van Noorden (IFF), David Johnston (Firmenich), and Sven Ballschmiede (DVAI). The Executive Board is completed by Dan Dils, who has been confirmed as Executive Director, and by Viviane Vijverman (Aroma) who has been elected as Treasurer.

EFFA President Heinrich Schaper welcomes the recent developments: *'It makes sense to adopt a separate advocacy approach for both the flavour and fragrance industries. The different challenges both industries are facing, justify our decision.'*

With regard to EFFA's objectives, Mr Schaper confirmed that *'on the basis of its 3 pillar strategy – scientific & regulatory, growth & sustainability, and stakeholder strategy - it is EFFA's intention to promote and support a consistent Europe-wide strategy for flavour issues within the framework of IOFI's (International Organization of the Flavor Industry) global perspective.'*

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