

## Press release

Singapore, July 26, 2024

# Symrise opens its Digital Immersion Co-Creation Center – pioneering the future of innovation

- Significant investment in a Digital Immersion Co-Creation Center in Singapore
- High-tech facility blending market and consumer as well as sensory insights with cutting-edge technology
- To drive end-to-end innovation with customers and industry partners from Q3 2024 onwards.

**Symrise announces a strategic leap into the future with the establishment of the Digital Immersion Co-Creation Center in Singapore. The innovative venture offers cutting-edge digital capabilities to customers and eco-system partners. It marks Symrise's commitment to redefining the collaborative landscape in food and beverage development and innovation. This represents the next step in strengthening its taste, nutrition and health expertise in the Asia-Pacific region.**

The Digital Immersion Co-Creation Centre features a high-tech and digitally-enabled purpose-built space. It merges market, sensory and consumer insights with product development excellence in partnership with customers and collaborators. Symrise has equipped the open space with floor-to-ceiling interactive touch screens along with customizable meeting and discussion areas. Collaborators in the Digital Immersion Co-Creation Centre can access interactive capabilities for simultaneous collaboration. This includes Symvision AI™, its proprietary prediction tool for flavors, ingredients and claims, as well as social listening tools and predictive models for uncovering valuable insights. The immersive projection system allows for an accelerated and multi-sensorial approach for prototype development, evaluation and validation.

Symrise opened its Digital Immersion Co-Creation Centre on 18 July 2024 with the Singapore Economic Development Board, customers and research institutes. It signifies an important milestone for the future of food and beverage innovation, further showcasing Symrise's commitment and readiness to create the future with customers and partners.

### **About Symrise:**

*Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients, and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.*

*Its sales of approximately € 4.7 billion in the 2023 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.*

*Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more...*

[www.symrise.com](http://www.symrise.com)

**Media contacts:**

**Bernhard Kott**

Tel.: +49 55 31 90-1721

Email: [bernhard.kott@symrise.com](mailto:bernhard.kott@symrise.com)

**Christina Witter**

Tel.: +49 55 31 90-2182

Email: [christina.witter@symrise.com](mailto:christina.witter@symrise.com)

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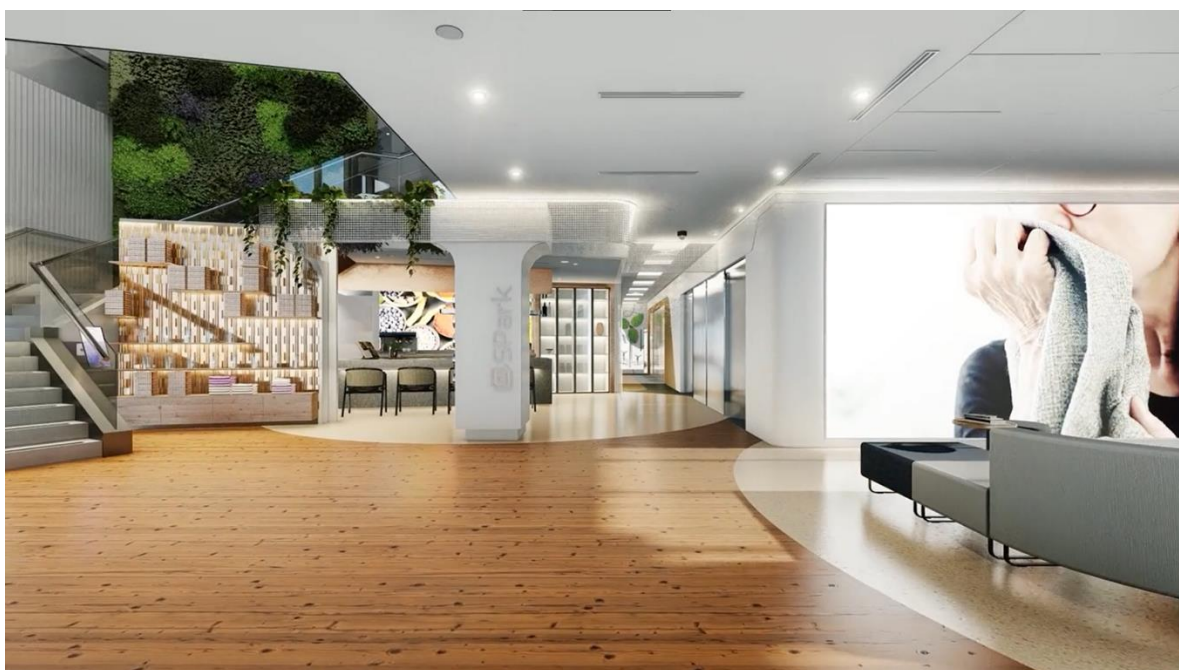
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Picture: 3D render of the entrance to the Symrise Digital Immersion Co-Creation Centre