

# MASTERS *of* SCENT


2025

FRAGRANCE INDUSTRY EXHIBITION

## GOVERNMENT AND PRIVATE SECTORS

📅 17-19 JANUARY 2025

📍 DUBAI FESTIVAL ARENA, DUBAI

**in**  [mastersofscent](#) **f** [uaemastersofscent](#)

 [www.mastersofscent.ae](http://www.mastersofscent.ae)



# TABLE OF CONTENTS

---

**03** | ABOUT THE ORGANIZER

**04** | OVERVIEW

**05** | KEY MESSAGING'S

**06** | STRENGTHS

**07** | UNIQUE FEATURES

**08** | EVENT'S HIGHLIGHT

**09** | WHO SHOULD EXHIBIT?

**10** | WHY EXHIBIT

**11** | GOVERNMENT SECTOR BENEFITS

**13** | PARTICIPATION OPPORTUNITIES

**14** | WHY SPONSOR MASTERS OF SCENT?

**16** | MAIN PARTNER

**17** | EVENT INFORMATION



## ABOUT THE ORGANIZER

---

Technologies, a leading UAE company with 25 years of experience, powers Masters of Scent 2025 Dubai. Their expertise makes them the ideal partner for this prestigious event. Masters of Scent fosters collaboration and shapes the future of fragrance, with Technologies contributing through:



### EVENT MANAGEMENT

Creating impactful events like Masters of Scent's dynamic B2B environment.



### BUSINESS INSIGHT

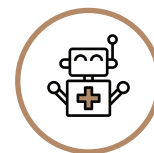
Addressing the specific needs of the fragrance sector with valuable solutions.

## THEIR INNOVATIVE SPIRIT SHINES IN OTHER AREAS TOO



### APP DEVELOPMENT

Connecting businesses through technology, potentially advancing future events.



### AI SERVICES

Enhancing attendee experiences with AI-powered features.

Technologies ensure Masters of Scent 2025 Dubai is a world-class event. Beyond Masters of Scent 2025, they are your go-to for event planning in Dubai, handling everything from tech solutions to expert planning for corporate events, dinners, conferences, award ceremonies, and exhibitions.

## OVERVIEW

---

# MASTERS *of* SCENT 2025

Masters of Scent 2025 is not just another fragrance exhibition. It's a specialized B2B platform bringing together the entire fragrance ecosystem in under one roof. From scent manufacturers and raw material suppliers to industry experts, we connect industry leaders to drive innovation and growth. With a strong focus on sustainability, we champion eco-friendly practices and responsible sourcing. Through interactive displays, informative talks, and ample networking opportunities, Masters of Scent 2025 empowers attendees to explore the latest trends and challenges in the fragrance world.

Join us to showcase your brand, build valuable partnerships, and shape the future of the fragrance industry. Learn more by visiting our website: **[mastersofscent.ae](https://mastersofscent.ae)**



## KEY MESSAGING'S

---

**Experience the heart of the fragrance industry at Masters of Scent 2025,  
a unique and specialized olfactory event in the Gulf region.**

---

**Let's weave fragrant narratives that captivate hearts and minds together at  
Masters of Scent 2025 a celebration of olfactory excellence.**

---

**Fragrances are more than scents—they're stories waiting to be told.  
Let's explore them at Masters of Scent 2025!**



# STRENGTHS

---



## COLLABORATION AND INNOVATION

By bringing together scent manufacturers, raw material suppliers, and scent law experts, Masters of Scent 2025 creates a platform for meaningful engagements and collaborative solutions. This approach helps address industry challenges and drives innovation.



## SUSTAINABILITY AND ETHICAL PRACTICES

The event is committed to promoting responsible sourcing and eco-friendly production methods, addressing the growing concerns within the industry regarding environmental impact and ethical considerations.



## HIGH-QUALITY EXPERIENCE

Masters of Scent 2025 carefully selects its exhibitors to ensure a focus on quality over quantity, providing a premium experience for both exhibitors and attendees.



# UNIQUE FEATURES

---



## **NETWORKING AND COLLABORATION:**

Spark collaborations and partnerships, extending your fragrance network worldwide.

---



## **INNOVATION AND INSPIRATION**

Discover the finest ingredients, spark innovation, and optimize your supply chain.

---



## **LAWS AND REGULATIONS**

Receive guidance on UAE fragrance regulations from authorities, ensuring well-informed success.

---



## **KNOWLEDGE AND INSIGHTS**

Explore the complex art and science of crafting alluring fragrances to understand industry practices thoroughly.

---



## **SUSTAINABILITY COMMITMENT**

Understand the safety, advantages, and regulatory compliance of health-related ingredients in perfumery, supported by scientific research and health and safety standards



## EVENT HIGHLIGHTS

---



### INDUSTRY CONFERENCE

The Masters of Scent 2025 conference features expert-led presentations and discussions on key fragrance industry topics, including trends, technologies, regulations, sustainability, and future marketing strategies.



### WORKSHOPS

Masters of Scent 2025 offers hands-on workshops led by industry experts, focusing on advanced fragrance formulation, sustainable sourcing, and AI in product development. Participants engage in sensory evaluations, explore innovative scent creation methods, and gain personalized insights for real-world application through interactive sessions.



### NETWORKING

Additionally, interactive panel discussions and Q&A sessions at Masters of Scent 2025 encourage the exchange of ideas and experiences, fostering collaboration and sparking new partnerships. These networking opportunities are designed to help attendees explore business prospects, share knowledge, and expand their professional networks.



# WHO SHOULD EXIHIBIT

---



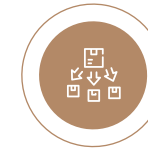
Raw Materials Suppliers



Packaging Suppliers



Scent Manufactures



Distributors



Educational & Research  
institutions



Government Entities



Technology and innovation  
Companies



Industry associations  
organizations

# WHY EXHIBIT AT MASTERS OF SCENT 2025?

---

## ● DIVERSE AUDIENCE

Engage with government officials, perfumers, manufacturers, regulatory experts, researchers, and industry professionals.

## ● INDUSTRY CONFERENCE

Explore critical topics like sourcing strategies, regulatory standards, manufacturing techniques, health and safety, and technology advancements.

## ● LONG-TERM PARTNERSHIPS

Focus on building lasting relationships rather than just sales.

## ● TRENDS AND INNOVATIONS

Stay updated on industry trends through interactive exhibits and talks.

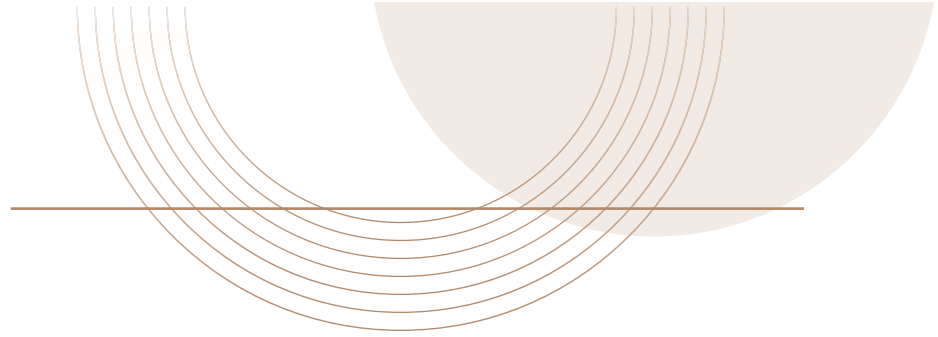
## ● NETWORKING

Connect with key decision-makers and industry specialists.

## ● GLOBAL EXPOSURE

Gain international visibility and business opportunities in Dubai, United Arab Emirates.

# GOVERNMENT SECTOR BENEFITS



## INDUSTRY GROWTH

Attracts international businesses, investors, and tourists. Increases spending in hospitality, retail, and transportation sectors. Spurs job creation from temporary event staff to long-term fragrance industry positions. Governments can use the economic boost to support local businesses and improve infrastructure.

---



## PUBLIC-PRIVATE COLLABORATION

Forge strategic partnerships with industry leaders, manufacturers, and innovators. Lead to joint ventures, research initiatives, and investments for economic growth. Facilitate connections between local businesses and international counterparts. Promote cross-border trade and investment.

---



## INNOVATION & SUSTAINABILITY

Promote and support innovation and sustainability in the fragrance industry. Showcase policies and initiatives for responsible sourcing and eco-friendly practices. Attract businesses committed to sustainability. Enhance the country's reputation and align with global environmental goals.



## CULTURAL & SOCIAL IMPACT

Highlight and celebrate cultural heritage in fragrance and perfumery. Boost national pride and tourism. Promote diversity and inclusion within the industry. Support local artisans and engage with community initiatives.

---



## GLOBAL POSITIONING

Position the country as a key player in the global fragrance market. Enhance national visibility and attractiveness for business and tourism. Strengthen international relations through hosting or endorsing events. Showcase commitment to industry leadership and innovation.



## GOVERNMENT SECTOR BENEFITS

---



### EXHIBITOR PARTICIPATION

**EXHIBITOR REGISTRATION:** Companies can register as exhibitors to showcase their products and services. This involves filling out the exhibitor registration form available on the event's website.

---

**INTERACTIVE EXHIBITS:** Exhibitors can set up interactive displays to engage with attendees and demonstrate their offerings in a dynamic way.



### CONFERENCE PARTICIPATION

**WORKSHOPS:** Participate in specialized workshops designed to connect you with key decision-makers and potential partners in the fragrance industry.

---

**INSIGHTFUL TALKS AND DISCUSSIONS:** Engage in discussions and talks led by industry experts to gain insights into the latest trends and challenges in the scent industry.



### SPONSORSHIP OPPORTUNITIES

**SPONSORSHIP PACKAGES :** Companies can sponsor the event to gain increased visibility and branding opportunities. Sponsorship details can be found by contacting the event organizers directly through the website.

---

If you wish to participate as a speaker or nominate a speaker, please contact [soha@technologies.ae](mailto:soha@technologies.ae)

## WHY SPONSOR?

---



### STRATEGIC PARTNERSHIPS

The event focuses on building long-term partnerships that support fragrance industry. By sponsoring, you gain access to key decision-makers and industry leaders, facilitating strategic alliances and collaborations.



### BRAND VISIBILITY

As a sponsor, your brand will be prominently featured throughout the event, including on marketing materials, event signage, and digital platforms. This increased visibility helps to establish your brand as a leader in the fragrance industry.



### NETWORKING OPPORTUNITIES

The event offers targeted networking events, insightful discussions, and curated matchmaking opportunities. Sponsorship provides exclusive access to these events, allowing you to connect with potential clients, partners, and industry experts.





## INDUSTRY INSIGHTS

Sponsors have the opportunity to participate in and attend insightful talks and discussions on the latest trends and challenges in the fragrance industry. This knowledge can be invaluable for staying ahead of the competition and making informed business decisions.



## MARKET POSITIONING

Sponsorship positions your brand as a key player in the industry, enhancing your reputation and credibility. This can lead to increased trust and loyalty from customers and partners.



## ECO-FRIENDLY PRACTICES

The event prioritizes eco-friendly practices and showcases solutions that align with these values. This commitment to sustainability can enhance your brand's image and appeal to environmentally conscious consumers.



## TURNING CHALLENGES INTO OPPORTUNITIES

Our event will focus on turning challenges into opportunities by fostering collaboration among government, private sector partners, start-ups, and industry leaders. Sponsorship enables your brand to be part of that.

MAIN PARTNER



*PerfumersWorld*

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



## EVENT INFORMATION

---



### VENUE DETAILS LOCATION AND FACILITIES

The Festival Arena - Dubai Festival City, Dubai, United Arab Emirates.



### ACCOMMODATION OPTIONS

Several nearby hotels and accommodations exist, such as Crown Plaza Dubai Festival City, Intercontinental Dubai Festival City, and Holiday Inn & Suites Dubai Festival City.



### HOW TO REGISTER

Simply go to the below-mentioned links if you want to participate either as an exhibitor or visitor and get registered:

Exhibitor registration: <https://mastersofscent.ae/company-registration-form/>

Visitor registration: <https://mastersofscent.ae/attendee-registration-form/>



### CONTACT INFORMATION

 **Soha Oda** / Event Specialist

 [soha@technologies.ae](mailto:soha@technologies.ae)  +9714 2233444  +97150 5390780

# MASTERS *of* SCENT

2025 / FRAGRANCE INDUSTRY EXHIBITION



## CONTACT INFO



 **Soha Oda**  
Event Specialist  
 [soha@technologies.ae](mailto:soha@technologies.ae)  
 +9714 2233444  
 +97150 5390780