

# PROGRAM OF ACTIVITIES 2026



# WEDNESDAY, MAY 6

## MORNING

**10:30 – 11:15  
ROUNDTABLE**

THE NEW WAVE OF NICHE PERFUMERY

MARKET STATUS, INTERNATIONAL VISIBILITY AND THE ROLE OF CONCEPT STORES

*Participants: Isabel Alonso, Beauty and Wellness Director at Circana; Anabel Vázquez, Co-founder of Laconicum; María Martínez, Co-founder of Laconicum; and Pedro Simoes Dias, Founder of Comporta Perfumes.*

*Moderator: Beatriz Suárez, Editorial Director of BEAUTYPROF.*

**11:20 – 12:00  
CONFERENCE**

SCENT AS A MEDIUM OF ARTISTIC EXPRESSION

*By Antonio Maciá, WOHA PARFUMS*

**12:10 – 13:00  
ROUNDTABLE**

NICHE PERFUMERY 3.0

DESIRE, COMMUNITY AND NEW CODES OF LUXURY

*Participants: Abel Díaz, Founder of Studio Smith; Alicia Fernández, Co-owner of Nadia Perfumerías; Elena Todeschini, Owner of Hesperia Perfumes; and Paola Stanton, Marketing Director at Carner Barcelona.*

*Moderator: Ambra Orini, Founder and CEO of The Beauty Makers*

**13:10 – 14:00  
CONFERENCE**

THE EVOLUTION OF NICHE PERFUMERY DISTRIBUTION

TRENDS AND OPPORTUNITIES IN A GROWING MARKET

*By Roberto Drago, Co-founder of Kaon and Laboratorio Olfattivo.*

## AFTERNOON

**15:00 – 15:45  
ROUNDTABLE**

FROM FORMULA TO CONCEPT: WRITING A PERFUME

WRITING A PERFUME, THE CREATIVE PROCESS FROM THE CONCEPTUAL BRIEF TO THE FINAL ACCORD. HOW A VISUAL OR LITERARY CONCEPT IS TRANSLATED INTO SCENT

*Participants: Sandra Lucas, Senior Perfumer at Iberchem; Ramón Monegal, Master Perfumer and Founder of Monegal Perfumes; and Joaquim Carner, Co-founder and Creative Director of Carner Barcelona.*

*Moderator: Lucía Heredero, Fashion and Beauty Journalist at El País and Telva*

**16:00 – 17:00  
CONFERENCE**

SPANISH PERFUMERY: TRADITION AND CULTURE

THE ROLE OF THE PERFUME ACADEMY IN PROMOTING AND PROTECTING PERFUME CULTURE, AND HIGHLIGHTING THE CHARACTERISTICS OF SPANISH PERFUMERY INGREDIENTS

*Por Irati Herrero, Directora de Formación de la Academia de Perfumería.*

**17:00 – 18:00  
WORKSHOP**

PERFUME CREATION WORKSHOP

*by Salvador Montesinos, Founder and Managing Director of BOTANICAE*

# THURSDAY, MAY 7

## MORNING

**10:30 – 11:15  
CONFERENCE**

**NICHE PERFUME: THE NEW OBJECT OF DESIRE FOR GENERATION Z**  
*by Juan Campderà, CEO of Aktiva Design*

**11:20 – 12:00  
ROUNDTABLE**

**OLFACTORY STORYTELLING IN THE AGE OF SOCIAL MEDIA**  
HOW TO TELL STORIES ABOUT PERFUMES IN SHORT VIDEOS, UGC, PERFUME CONTENT CREATORS, COLLABORATION WITH DIGITAL ARTISTS...

*Participants: Víctor Jawneh, Perfumer and Content Creator at Niviru; Pol Rubio, Product Development Partner at Niviru; and Manuel Giraldo, Perfume Section Buyer & Manager at Santa Eulalia.*  
*Moderator: Anna Pardo, Journalist at Marie Claire*

**12:10 – 13:00  
CONFERENCE**

**EMBLEMATIC TRADITIONS AND INGREDIENTS OF SPAIN**  
*by Angéline Leporini, Senior Perfumer de Eurofragance.*

**13:10 – 14:00  
ROUNDTABLE**

**MEMORY, TERRITORY AND SCENT: A JOURNEY THROUGH OLFACTORY SPAIN**  
RAW MATERIALS, GASTRONOMY, RITUALS, ETC. AND THEIR TRANSLATION INTO FRAGRANCES

*Participants: Hosanna Peña and Dr. Ricardo de Arrúe, researchers on fragrance in wine; Miguel Rivas, Gastronomic Director and General Manager of Greenwich Meantime; Irene Gisbert, Perfumer, Anthropologist, and Founder of Ainea Perfums; and Lara Pac, Global Marketing Director and Head of the Luxury Division at Ron Matusalem.*  
*Moderator: Alberto Espinosa, Director of Essence Mag.*

## AFTERNOON

**15:00 – 16:30  
WORKSHOP**

**ADVANCED PERFUME CREATION WORKSHOP**  
*By Marta Tamayo, Founder and Director of Le Secret du Marais*

**16:30 – 17:30  
DOCUMENTARY**

**“ESSENCE OF LIFE: THE LEGACY OF ROSENDO MATEU, MASTER PERFUMER”**