

Messe Frankfurt France launches Beautyworld Summit Grasse, an international Summit dedicated to fragrance

The Art of Scent. The Power of Innovation.

Grasse, France – 10 and 11 May 2027

For the first time, Grasse will host an international professional Summit entirely dedicated to fragrance. Developed by Messe Frankfurt France as part of the Beautyworld portfolio, in partnership with the City of Grasse, the Pays de Grasse Agglomeration Community and Grasse Expertise, Beautyworld Summit Grasse will bring together, on 10 and 11 May 2027, an international community of leaders, experts and qualified professionals to discuss the major transformations shaping the future of the sector.

The fragrance industry is going through a period of profound transformation. Challenges related to raw materials, sustainability, regulatory developments, scientific advances, artificial intelligence and new consumer expectations are reshaping the industry's dynamics in a lasting way. In this context, knowledge sharing and dialogue between industry stakeholders are becoming essential to support these changes and foster a collective approach to the challenges facing the sector.

Complementary to the Beautyworld trade shows held around the world, this format will focus on conferences, round tables, expertise sharing and qualified meetings between decision-makers, perfumers, innovation, research and sustainability leaders, institutions, investors and industry experts.

The Art of Scent. The Power of Innovation.

Anchored in the heart of Grasse, the world capital of perfume, whose know-how is inscribed on UNESCO's Intangible Cultural Heritage list, Beautyworld Summit Grasse aims to create a space for reflection and dialogue that matches the challenges and opportunities of the global fragrance market.

In a global perfume market driven by sustainable growth prospects, Beautyworld Summit Grasse establishes itself as an initiative rooted at once in history, industrial excellence and a forward-looking vision.

Driven by Messe Frankfurt France in partnership with the City of Grasse and Grasse Expertise, the Summit is part of a collective momentum bringing together the region's public, institutional, academic and economic stakeholders. This cooperation helps strengthen the international influence of Grasse's excellence, drawing on the strength and visibility of the Beautyworld network.

The houses and partner companies that will join the initiative will be the subject of dedicated announcements from autumn 2026.

The programme will be structured around three main themes.

Heritage & Innovation will explore how know-how, transmission, research, training and technological advances together contribute to imagining the perfumery of tomorrow.

Raw Materials & Sustainability will address the challenges related to natural resources, responsible sourcing, traceability, biotechnologies, regulatory developments and the resilience of value chains.

Trends & Creation will offer a forward-looking perspective on market developments, new consumer expectations, artificial intelligence, olfactory creation and the prospects shaping the future of fragrance.

The speakers, formats and the various sessions will be unveiled progressively from autumn 2026.

Applications for congress participation are scheduled to open on 10 November 2026, six months before the event. As the number of places is limited, the selection of participants will pay particular attention to the diversity of profiles, the balance of expertise and the quality of exchanges that will help shape the identity of this first edition.

"With Beautyworld Summit Grasse, we are creating an international event where content, expertise and dialogue take centre stage. By combining the strength of the Beautyworld network with the excellence of the Grasse ecosystem, we are choosing a selective format designed to support the major transformations of the fragrance industry."

Frédéric Bougeard

President of Messe Frankfurt France

"Hosting Beautyworld Summit in Grasse represents a major recognition of our region's excellence and of its role as an international benchmark in the world of perfumes and natural raw materials. This event reflects the strength of our ecosystem, the commitment of all the industry's stakeholders and our shared determination to showcase Grasse its heritage, its know-how and its capacity for innovation on a global scale."

Jérôme Viaud

Mayor of Grasse, President of the Pays de Grasse Agglomeration Community

About Beautyworld Summit Grasse

Beautyworld Summit Grasse is an international professional Summit dedicated to fragrance. Developed by Messe Frankfurt France as part of the Beautyworld portfolio, in partnership with the City of Grasse and Grasse Expertise, it will bring together, on 10 and 11 May 2027 in Grasse, an international community of decision-makers, experts and qualified professionals.

The event will be structured around a programme of conferences, round tables, professional exchanges and selected immersive experiences, fostering expertise sharing, networking and the development of new opportunities within the fragrance industry.

About Beautyworld

For more than 25 years, Messe Frankfurt has been developing the Beautyworld brand internationally, a leading network of professional events dedicated to the beauty, well-being and perfumery industries. Present in twelve strategic markets around the world — from Dubai to Riyadh, from Tokyo to Shanghai, and on to Taipei and Tashkent — Beautyworld brings together each year an international community of brands, buyers, distributors and decision-makers in the sector.

With Beautyworld Middle East in Dubai, which brought together more than 85,000 visitors from 178 countries at its latest edition, the brand ranks among the world's leading B2B platforms in the beauty and fragrance industry.

Beautyworld Summit Grasse complements this international network with an unprecedented professional congress format focused on expertise sharing, knowledge exchange and the development of qualified business relationships, at the heart of the historic cradle of world perfumery.

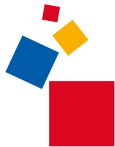
About Messe Frankfurt France

Founded in 2002, Messe Frankfurt France is the French subsidiary of Messe Frankfurt. Based in Paris, it organises and develops professional events with an international dimension in France, notably Texworld Paris, Apparel Sourcing Paris, Avantex Paris and Texcare France.

With Beautyworld Summit Grasse, Messe Frankfurt France enriches its portfolio with a new event format: an international professional Summit dedicated to dialogue, expertise sharing and forward-looking reflection on the future of the perfumery and ingredients industry. Held at the heart of the Grasse ecosystem, this event brings together the sector's key stakeholders around the challenges, innovations and trends that will shape tomorrow's industry.

Further events in the Beautyworld worldwide network:

- **Beautyworld Dubai**
6 – 8 October 2026 | Dubai, UAE
- **Notes Shanghai**
14 – 17 October 2026 | Shanghai, China
- **Beautyworld Osaka**
19 – 21 October 2026 | Osaka, Japan
- **Beautyworld Tashkent**
licensed to LLC BMC-LLP
19 – 21 November 2026 | Tashkent, Uzbekistan
- **Notes Dubai**
21 – 23 January 2027 | Dubai, UAE
- **Beautyworld Fukuoka**
08 – 10 February 2027 | Fukuoka, Japan
- **Beautyworld Taipei**
26 – 29 March 2027 | Taipei, Taiwan
- **Beautyworld Summit Grasse**
10 – 11 May 2027 | Grasse, France
- **Beautyworld Japan Tokyo**
17 – 19 May 2027 | Tokyo, Japan



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