

# UMP, GIP, BIOTECHCORP SIGNED A MEMORANDUM OF COLLABORATION TO STRENGTHEN **BIO-AROMATIC ECOSYSTEM IN MALAYSIA**

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Universiti Malaysia Pahang (UMP), Grasse Institute of Perfumery (GIP) of France and Malaysian Biotechnology Corporation (BiotechCorp) signed a Memorandum of Collaboration (MoC) that would pave the way to forming an academic programme relating to agriculture, flavour, fragrance and colouring which would carry certification by UMP and GIP.

The MoC was signed by UMP Vice Chancellor Prof. Dato' Dr. Daing Nasir Ibrahim, GIP President Mr Phillip Masse and BiotechCorp Chief Operating Officer Mr Razwin Sulairee Hasnan Termizi on October 12, 2015.

This is Malaysia's first academic collaboration in flavour and fragrance with GIP, the world's renowned perfumery institution. The collaboration is part of a focused effort by BiotechCorp and UMP in developing an ecosystem for bio-aromatic which comprises flavour and fragrance cluster in Pahang.

It will recruit and enhance local talents through the programme. The programme is also aimed at realising the goal of turning Malaysia as ASEAN's main hub in the formulation of signature fragrances and flavours.

It also aims at penetrating the halal markets while further boosting the bio-economy of the country. Grasse, the birthplace of the world's perfume industry, remains an essential focus for the international market of aromatic products. There are more than 60 companies producing raw materials, flavours and fragrances, employing almost 3,000 workers. These firms generate over 50% of the France's revenue and nearly 6% of the world's turnover.

