

PRESS RELEASE

February 14, 2019

Focus:

- International Fragrance School located in Grasse
- Partner of the [EWHA WOMANS UNIVERSITY](#)

« GRASSE INSTITUTE OF PERFUMERY » : NEW PARTNERSHIP WITH THE FAMOUS EWHA WOMANS UNIVERSITY IN KOREA

The Grasse Institute of Perfumery has officially signed a partnership with the Global Art & Luxury Business MBA of the prestigious EWHA WOMANS UNIVERSITY, the first women's educational institute in Korea (Seoul). Some selected students of this MBA, those interested in perfumery, will be welcomed in our premises for a week to improve their knowledge about the world of fragrance (natural extracts, accords, genealogy, creation...) and to visit growers and fragrance factories. EWHA WOMANS UNIVERSITY will facilitate the internship of GIP students wishing to discover the Korean industry of fragrances and cosmetics.

The Grasse Institute of Perfumery: International fragrance school created in 2002 by PRODAROM (the French Trade Union of Fragrances manufacturers) located in Grasse, the world's capital of perfumery. Neophyte, passionate, amateur, student or professional, we offer them an initiatory journey to the heart of the French perfume industry.

Enclosed: photos of the signature (*Hee-Dong Yang – Dean, Graduate School of Business / Sarah Pae – Asia Pacific representative of the GIP / Philippe Massé – President of PRODAROM*)

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