

Program:

Thursday, 1 March 2018

09:30 Registration opens

10:00 Welcome reception

Dr. Hans Peter Schlegelmilch, imat-uve group gmbh

10:15 Introduction to emissions and odor

Matthias Büsselmann, imat-uve gmbh

11:00 Coffee break

11:15 Overview of emissions test methods

Dr. Michael Holzwarth, imat-uve gmbh

- 12:00**
- 1. EEG as an innovative neuroscientific method to assess stimulation on human senses**
 - 2. Is fragrancing of cars the right strategy? Progress in customer research concerning preferred fragrances?**

Dr. Hans Peter Schlegelmilch, imat-uve group gmbh

12:30 Lunch / Exhibition, tour

14:00 Odor tests / Setting a sensory panel

Matthias Büsselmann, imat-uve gmbh

14:45 Legal requirements and standardization, local and global

Dr. Michael Holzwarth, imat-uve gmbh

15:15 Coffee break

15:45 Comparison of test results through the high precision standard material

Dr. Hans Peter Schlegelmilch, imat-uve group gmbh

16:15 Discussion

17:00 End of the workshop

Program details are subject to change.

