



**MISITANO & STRACUZZI S.P.A. WILL BE EXHIBITING AT THE WPC 2024  
WORLD PERFUMERY CONGRESS  
JUNE 24-27TH, 2024 - PALEXPO GENEVA - BOOTH 326**

**THE SENSORY EVENT FOR FRAGRANCE LEADERS  
“FRAGRANCE FORWARD: WHERE GLOBAL INNOVATION & CREATIVITY  
MEETS”**

**Messina (ME) - Italy, June 07th, 2024** - Misitano & Stracuzzi S.p.a., an international player in the market of citrus juices and essential oils for the food and beverage, fragrance and cosmetics industry ("M&S or the 'Company'"), announces that the Company will be exhibiting at the upcoming **WPC 2024**, which will be held **June 24-27th, 2024 at the Palexpo in Geneva (Switzerland), at BOOTH 326.**

*Fragrance leaders will gather in Geneva to celebrate the World Perfumery Congress 2024. This year's theme is **Fragrance Forward: Where Global Innovation & Creativity Meets**. The three-day conference will have the pleasure of hosting speakers who will discuss key factors driving innovation in the fragrance industry, including global trends among segments, regulatory updates, and how the latest technological advances, with a focus on artificial intelligence, are affecting the industry.*



For more information see the web site: <https://worldperfumerycongress.com/>

*This press release is available in the “Media” section of the web site: [misitanoestracuzzi.com](https://misitanoestracuzzi.com).*

**MISITANO & STRACUZZI GROUP**

The Misitano & Stracuzzi Group is an international market leader in Sicilian citrus juices and essential oils and is active in the processing of citrus fruits to produce derivatives for the food and beverage, fragrance and cosmetics industries. The Company, based in Messina, is family-owned, with more than 100 years of history. The know-how acquired by the four successive generations since 1922 allows the Group to position itself as one of the most important players in the niche market of citrus fragrance and essential oil producers worldwide. The core business is the production of citrus essential oils and juices. Today the activity is carried out in the Furci Siculo (ME) plant, dedicated to the production of “juices”, and in the S. Teresa di Riva (ME) plant, dedicated to the processing of “essential oils.”

In December 2016, a new company under U.S. law was established, Misitano & Stracuzzi USA Corp.. It's a wholly owned subsidiary of Misitano & Stracuzzi S.p.a. which carries out distribution activities of essential oils and aromatic essences in the United States. The strategic position assumed by the subsidiary is a key factor in the development of the Group's business.



**Misitano & Stracuzzi S.p.a.**  
Citrus Products  
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*For more information*

**Misitano & Stracuzzi S.p.A.**

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