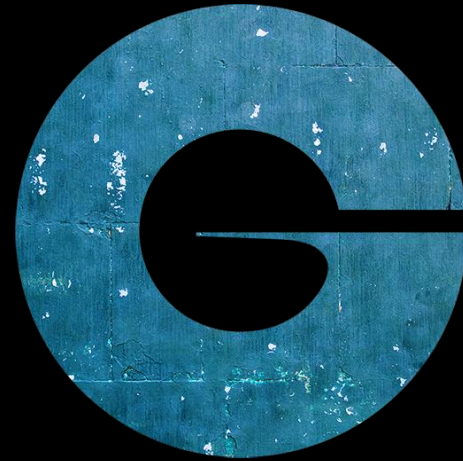


Innovation at Givaudan

The creation of MISTA

F&A Next: Thursday, 16 May

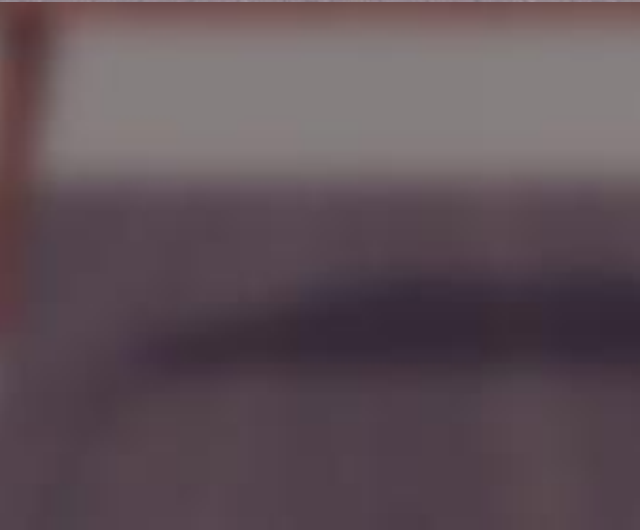


Givaudan

engage your senses







Innovation at Givaudan

The creation of MISTA



“It’s ecosystems, not inventions,
that truly change the world.”

Greg Satell,
Best selling author, speaker and innovation advisor

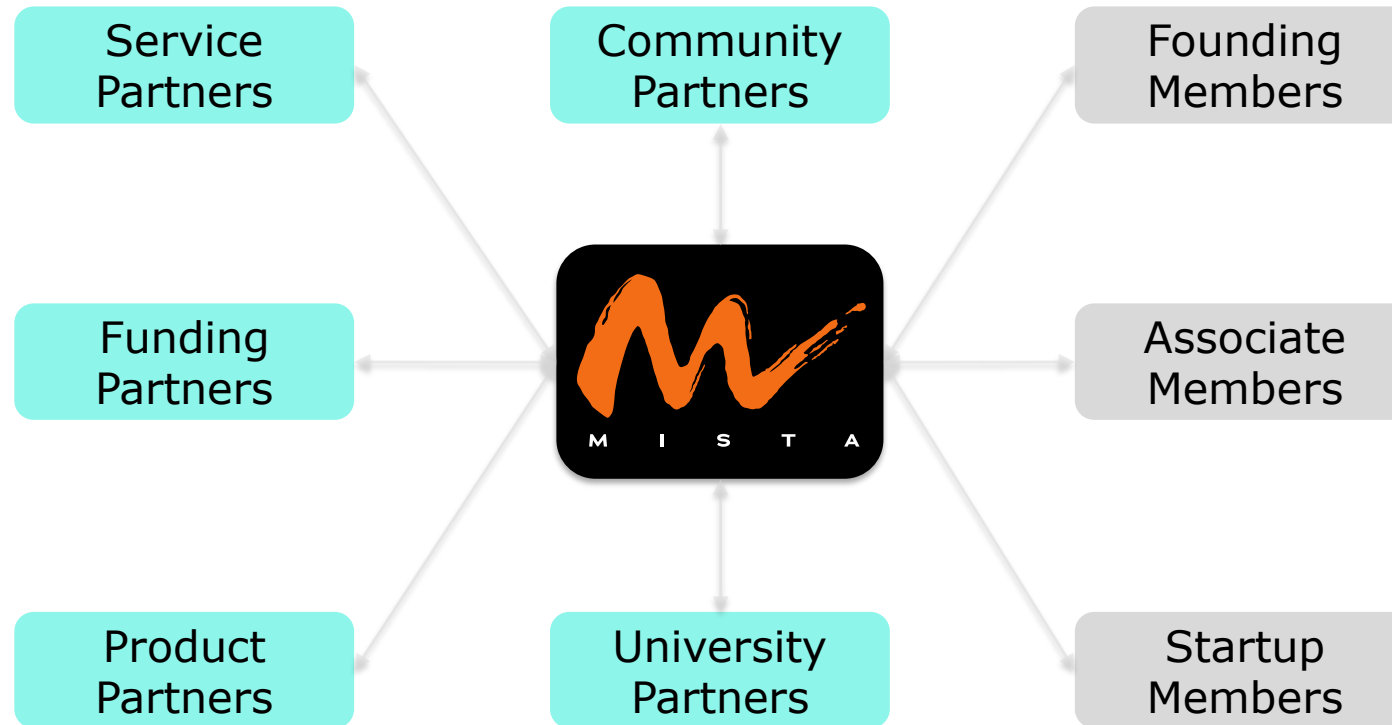


M I S T A

FOOD OPTIMIZED

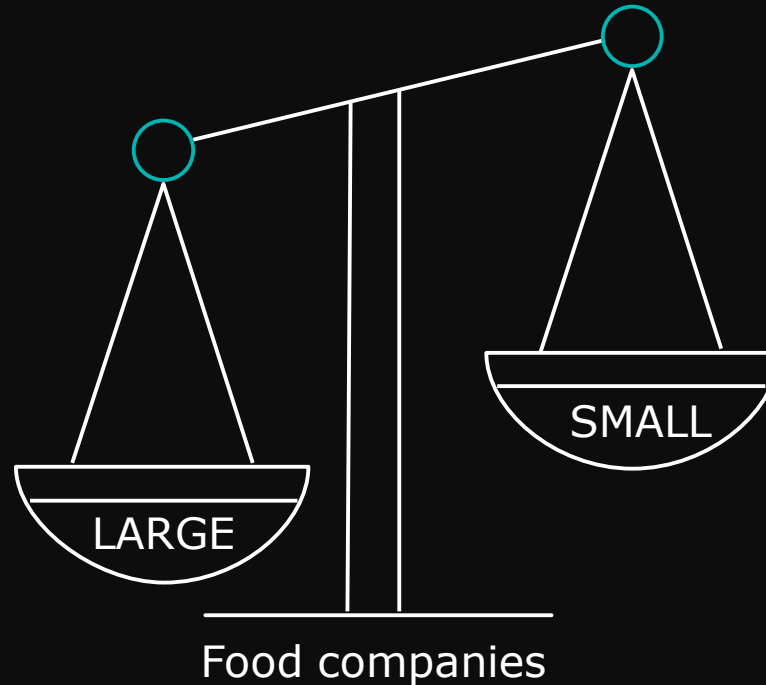
The MISTA ecosystem

Inter-dependent and hyper-connected



Today's Food Systems

Disparity between large and small companies



MISTA's ecosystem is minimizing the gap

MISTA

An Innovation Platform

We help companies think holistically on the **WAY** they innovate, not **WHAT** they innovate



Regenerative Innovation

MISTA wisdom and mindset



Unlocking Human Potential

Regenerative Innovation

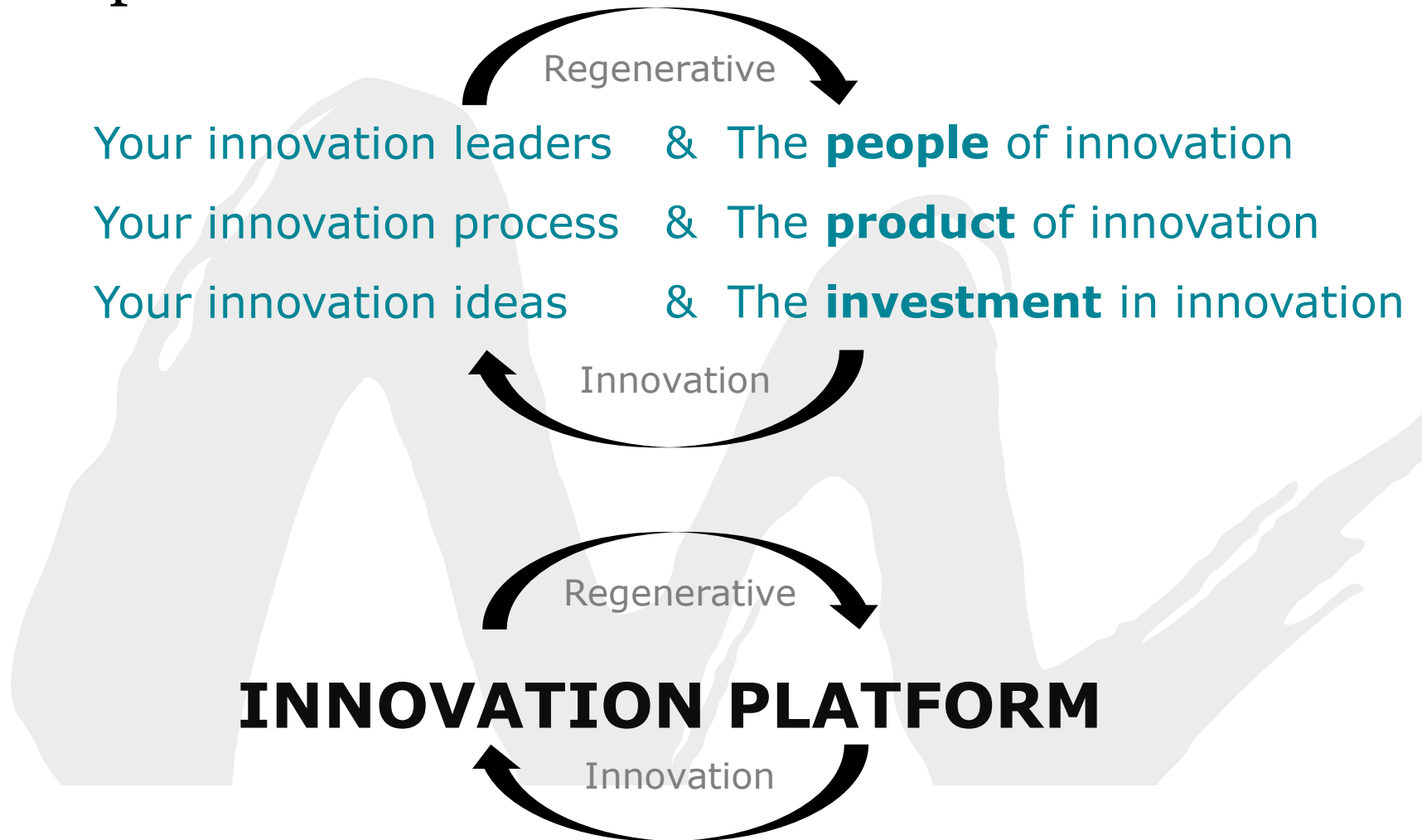
The MISTA regenerative model

Creating the future of food



MISTA

An innovation platform





*Start***Life**
FOSTERING ENTREPRENEURSHIP

Thank you.

Alex Bastos

Front End Innovation

Givaudan Flavours