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PRESS RELEASE

By-products and residues from viticulture and arboriculture: promising natural and local ingredients!

Kick-off event of the AgriWasteValue project

The global market for food complements is around €121 billion while the cosmetic European market is valued at 78.6€ billion. **Today, consumers want to return to products that are as natural as possible for their cosmetic and nutraceutical products**, whose origin of ingredients is traceable and transparent. Companies must therefore reinvent themselves and adapt their offer accordingly.

On Wednesday, November 11, 2019, the team of AgriWasteValue (Interreg NWE*) invites you to the kick-off event of the project, at the Chant d'Eole's vineyard, Grand Route 58, 7040 Quévy-le-Grand (Belgium). This project aims **to transform agricultural by-products and residues from the European North-West regions into bioactive compounds** in order to use them in key industrial sectors such as the cosmetic and nutraceutical fields and then, in a second phase, in the energy, chemical and agricultural fields.

Agenda (9:30 am - 4:30 pm):

- Press conference 9:30 am.
- Presentation of the project and of the first research results.
- Intervention of **BASF Beauty Creations**, highly specialized and dedicated company to the cosmetic/personal care industry.
- **Visit of the Chant d'Eole's vineyard** and demonstration visit for pruning and tasting.

More information:

- [Interreg North West Europe AgriWasteValue](#)
- [By-products and residues from viticulture and arboriculture: promising natural and local ingredients!](#)

*Interreg is a European programme promoting cooperation between European regions and the development of common solutions, in particular in the fields of research, innovation and technology transfer.

Attached document: detailed program of the event.

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