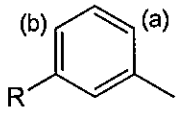
Claims.

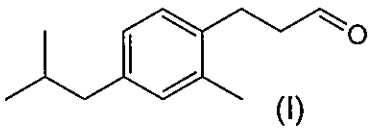
1. The regio-selective functionalization of a dialkyl benzene compound



wherein the ratio of the compound functionalized at position (a) to the compound functionalized at the position (b) is at least 70:30, more particularly at least 80:20, still more particularly at least 85: 15, and still more particularly at least 90:10, characterised in that the substituent R is an isobutyl group, wherein the reaction is a carbonylation reaction to introduce benzaldehyde functionality into position (a).

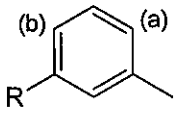
2. The regio-selective carbonylation according to claim 2, wherein the carbonylation reaction is carried out using HF/BF_3 and carbon monoxide.

3. A process of forming a compound according to the formula (I)



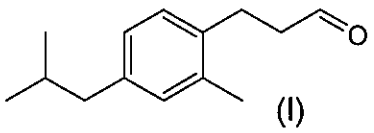
(I)

comprising the step of regio-selectively functionalizing a dialkylbenzene compound



wherein the ratio of the compound functionalized at position (a) to the compound functionalized at the position (b) is at least 70:30, more particularly at least 80:20, still more particularly at least 85: 15, and still more particularly at least 90:10, and wherein the substituent R is an isobutyl group, and wherein the step of regio-selectively functionalizing a dialkylbenzene compound is a carbonylation, a chloromethylation, a bromination or a direct conversion into the compound of formula (I).

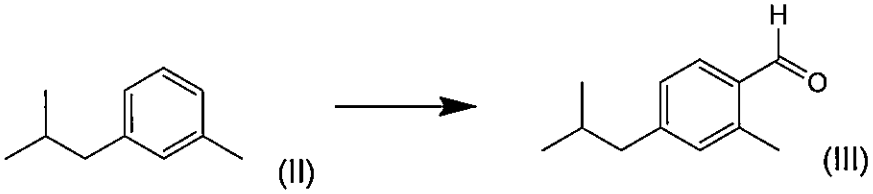
4. A process of forming a compound of formula (I)



(I)

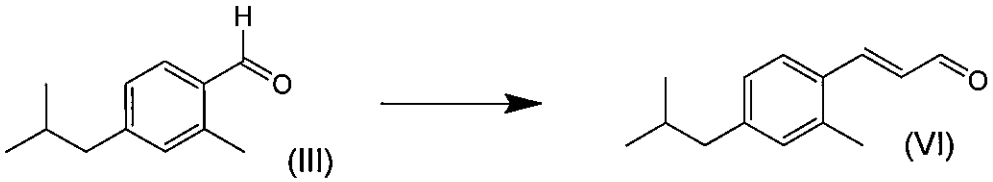
comprising the steps of:-

A)



(II) (III)

B)



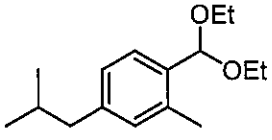
(III) (VI)

and

C) hydrogenation of compound (VI) to provide compound (I).

5. A process according to claim 4, wherein compound (III) is converted to the corresponding dialkylacetal for purification and is then further converted into compound (I).

6. A process according to claim 4, wherein the corresponding dialkylacetal is a compound of formula IIIb



(IIIb)