

COSMETIC  
VALLEY  
—  
FRANCE



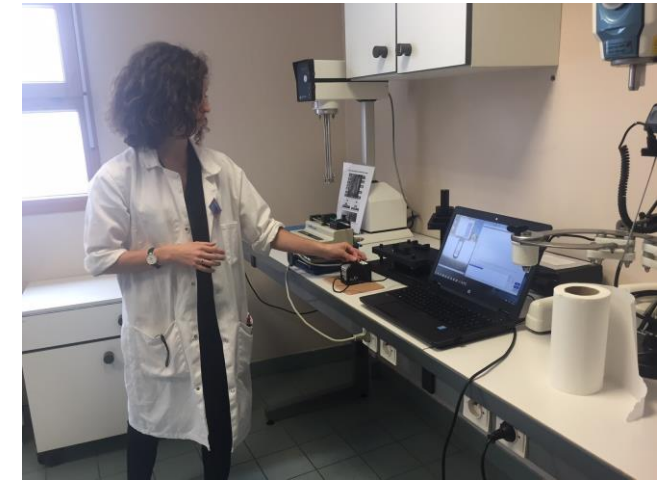
# COSMETIC VALLEY

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March 6th, Lyon

Cluster Cooperation Seminar

Session 4 : Good practices and  
experiences on EU-Taiwan cluster  
collaboration



# Cosmetic Valley

- A network in perfumery & cosmetics in France
- A research center: Research, innovation and development in cosmetics
- A business center: Networking, Business intelligence, International support
- An education: training center, Courses

# Cosmetic 360

- An international Trade Fair, in Le Louvre, in Paris, every October
- International showcase of innovation
- 220 exhibitors from all sectors which propose innovation for the perfumery and cosmetics industry
- 25% international exhibitors



# Made in France : key figures

1.500 compagnies  
including 80% SMEs



150,000 jobs



350 research projects  
worth 350 million €



2<sup>nd</sup> exporter of French  
economy in 2016



30 billion € turnover



100,000 students



200 laboratories



8.000 searchers

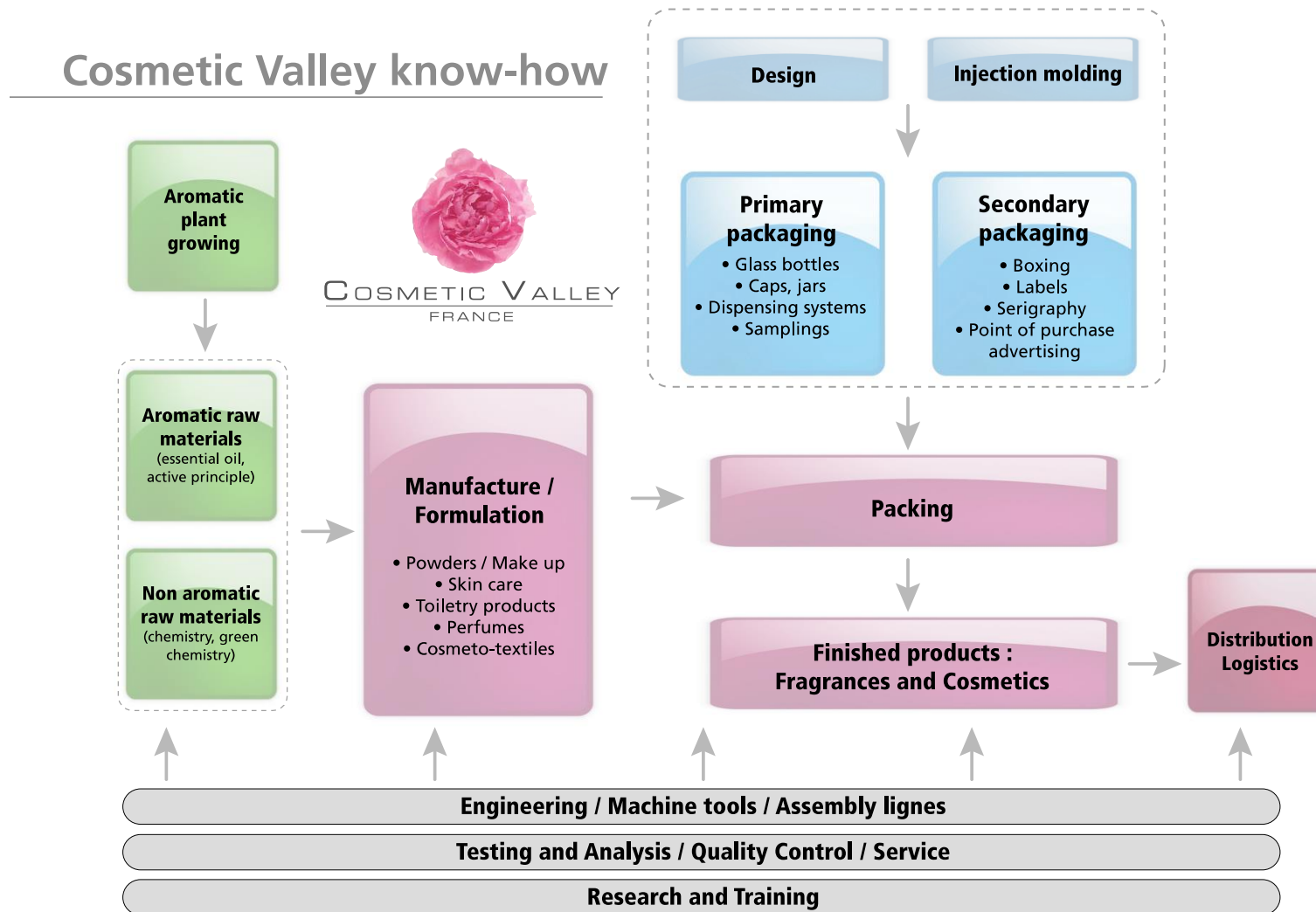


9 Universities, French  
National Research  
Council (CNRS), INRA





# Cosmetic Valley know-how



# International dynamic

## Since 1994 Interclustering: 28 signed agreements

- Qualified BtoB meetings
- Participation to congresses and fairs
- Crossing exchanges

## 2016 : creation of CCIN - Cosmetic Valley coordinator:

- 25 members
- Aims to develop international collaborations (R&D, business, ...)
- Annual meeting : Cosmetics Clusters Rendez-vous during Cosmetic 360



## Cosmetics4Wellbeing coordinator :

- Increased internationalisation and strengthened sustainability of European SMEs
- 5 partners
- COSME programme
- Benchmark and BtoB on specific markets



# International dynamic to come

## **CCIN : to reinforce animation**

- Expertise dictionary
- Market data
- International R&D partnership
- Cosmetopea : traditions and resources inventory

## **Cosmetic 4 Wellbeing:**

- Creation of an European branch « Cosmetics Clusters Europe »
- Identity Brand

# Cosmetic Valley and Taiwan Beauty Valley's collaboration

May 2016

- Partnership agreement between Cosmetic Valley and Taiwan Beauty Valley
- Marc Antoine Jamet, President of Cosmetic Valley and Jean Luc Ansel, Vice president executive have signed a MOU in Taiwan

October 2016, 2017, 2018 : Participation of Taiwan Beauty Valley in Cosmetic 360 and participation in the international Tour

October 2016 : Taiwan Beauty Valley is a founding member of CCIN





# Cosmetic Valley and Taiwan Beauty Valley's collaboration

## Difficulties:

- Regular link
- Increase our relation : working on a strong animation by way of CCIN

## Lessons learnt:

- Key person
- Annual meeting
- Exchange of good practices as counterpart
- Partner who looks like Cosmetic Valley

## Why collaborate with Taiwan Beauty Valley?

- Involvement
- Loyalty
- Organized
- Many actions in favor of their members and of the cosmetics industry

Thank you for your attention

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