

## FOUNDING PROJECT

### Context

As representatives for clusters involved in the cosmetics industry and its markets, we notice of the ever growing need to shoulder our member companies in contending with the extraordinary ongoing evolution of the cosmetics industry worldwide. Cosmetics related technology is evolving at great speed. The rules regulating cosmetics production safety are multiplying in a bid to guarantee an ever safer industry. Cosmetics consumer habits are likewise changing rapidly. All this in a context where the globalised markets for cosmetics are more competitive than ever.

### Proposal

To address these issues, we, as representatives for clusters involved in the cosmetics industry and its markets, hereby express the need to create a global network of clusters to benefit our member businesses and the cosmetics industry worldwide.

Gathering for the first time within the COSMETIC 360 show, on the initiative of COSMETIC VALLEY supported by FRANCE CLUSTERS, this network wishes to establish itself durably. Its main aims to encourage the development of the cosmetics industry and to be a beneficial THINK TANK for its members.

To those ends we will develop:

- information sharing initiatives to jointly anticipate forthcoming advances;
- joint operations to back the international commercial actions of our member businesses;
- partnerships to innovate together with the financial backing of international funding (Europe, World Bank, ...);
- initiatives increasing the visibility of and promoting general policies ever more supportive of an innovative and responsible cosmetics industry. (rules for fair competition, production, the environment, etc.);
- any other initiative according to the needs of its members.

### Main issues

In setting-up the "Cosmetics Clusters International Network", the founding members wish to:

- encourage the development of a global ecosystem of innovating and responsible cosmetics businesses;
- take part in initiatives to safeguard traditional and existing skills and know-how;
- develop the complementary nature of the service offers of each participating cluster;
- simplify the steps to globalisation for the businesses belonging to the "Cosmetics Clusters International Network".

### Structuring the network

The process of establishing this global network of clusters has been initiated by COSMETIC VALLEY with the backing of FRANCE CLUSTERS.

Will be recognised as founding members of the network: the clusters represented at the "World Innovation and Cosmetics Cluster Summit" seminar of 14 October 2016 organised as part of COSMETIC 360.

Following its first and founding meeting, the original members of the "Cosmetics Clusters International Network" will set out together the structure and modus operandi of this new network. Specific legal structure has yet to be considered and defined.

### Set-up and running of the network

The network will be made up of legal entities actively engaged of the "Cosmetics Clusters International Network". Each member will take responsibility for leading initiatives to completion as jointly defined in the network's annual programme.

The "Cosmetics Clusters International Network" will be open to welcoming new members, in addition to its founding members, according to the terms set out by the founding members (co-opting or otherwise).

The "Cosmetics Clusters International Network" aims to be an open network, making it easier for cosmetics industry businesses to work in collaboration and innovate together. The network could welcome any organisation capable of contributing to the potential for the cosmetics industry to develop (academic, research, business, laboratory, regional or local authority, etc.). It could also welcome any organisation or person who, due to their expertise in the cosmetics field, could bring significant added value to the action and function of the "Cosmetics Clusters International Network". The initial general technical and secretarial coordination of the budding network, its regular meetings and information sharing can be carried out, during the emerging phase, by FRANCE CLUSTERS. FRANCE CLUSTERS will make available to the "Cosmetics Clusters International Network", according to terms that are to be defined, some of their facilitation tools (extranet exchange platform, communication tools, competence in cluster facilitation, etc.).

## A programme operational from day 1

The action programme will of course be open to evolution over time, but it must be very effective and concrete, set around, amongst others, the following axes that have already been pinpointed.

### EXCHANGES

- Organising a regular networking forum in the countries of network member clusters:
- Hosted and organised by its founding members, in turns, and centred on current issues in the cosmetics field, these events will mainly aim to appraise individual projects carried by members in the name of the network, to set new action programmes, to welcome new members and for its members to meet via workshops.
- Exchanging good practice and sharing information:
- such as: the calendar of important events, the emergence of new clusters in the field, ongoing research, rules or regulations, calls for tenders...

### COLLABORATION

- Organising/hosting business delegations:
- To encourage commercial efforts toward export and partnerships for innovation, network members will facilitate - or even organise - and host delegations of clusters or businesses. These visits will, amongst other things, enable a better comprehension of the local culture and administrative regulation in host countries.
- Enabling partnerships and transmitting opportunities for collaboration:
- With the involvement of its active members, the network will be an efficient go-between, enabling the search for reliable partners (tax systems, relations with local authorities, business partners...) and/or facilities (premises, trading posts...).
- Relaying members expectations:
- By publishing a dedicated newsletter (weekly or monthly), the network will relay calls for partnership, network members' expectations or potential questions from outside the network.

### COMMUNICATION AND PUBLICITY

- Building network members' visibility and amplifying the recognition of the cosmetics industry as a priority market:
- A quarterly newsletter will make it possible to broadcast the dynamism of the worldwide network's members, making known their success stories and their proposals, calls for expressions of interest, etc
- Presenting the recommendations of network members:
- The members of this global network will form representative delegations to present their collective recommendations to the highest European and international public and private organisations.

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