

# Cosmetics4Wellbeing

(C4W)

**A driver to international wellbeing industry**



# OUR AMBITIONS

C4W



Cosmetics4Wellbeing is a program launched by 5 European clusters that aims to foster the **internationalization of SMEs toward third markets**. The project is supported by the European Commission.



**DECEMBER 2017**  
**>> MAY 2019**

1

**MAPPING OF ECOSYSTEM  
NEEDS FOR  
INTERNATIONALIZATION**

2

**BUILDING A JOINED  
STRATEGY OF  
INTERNATIONALIZATION**



3

**FOSTER COOPERATION  
AMONG CLUSTER  
ORGANIZATIONS AND  
THEIR SMEs**



TRAINING  
SESSIONS



INTERNATIONAL  
BtoB MEETINGS



INTERNATIONAL  
EXPLORATORY  
MISSION



Cosmetics



INDUSTRY 4.0  
Digital  
transition



Agro food  
industry /  
raw material



Health /  
dermatology



Eco  
responsibility

# AN INNOVATIVE PARTNERSHIP

C4W



COSMETIC VALLEY  
FRANCE

FRANCE

Ségolène LELOUTRE

[sleloutre@cosmetic-valley.com](mailto:sleloutre@cosmetic-valley.com)

[www.cosmetic-valley.com](http://www.cosmetic-valley.com)



Beauty Cluster®  
BARCELONA

SPAIN

Ivan BORREGO

[manager@beautyclusterbarcelona.com](mailto:manager@beautyclusterbarcelona.com)

[www.beautyclusterbarcelona.com](http://www.beautyclusterbarcelona.com)



Transylvania  
LIFE STYLE

ROMANIA

Radu ADRIAN

[raduadrianm@gmail.com](mailto:raduadrianm@gmail.com)

[life.usamvcluj.ro](http://life.usamvcluj.ro) ; [www.clujbusiness.ro](http://www.clujbusiness.ro)

[www.TransylvaniaLifeStyle.ro](http://www.TransylvaniaLifeStyle.ro)



Associação Empresarial  
da Beira Baixa

PORTUGAL

Sonia AZEVEDO

[sonia.azevedo@aebb.pt](mailto:sonia.azevedo@aebb.pt)

[www.eaebb.pt](http://www.eaebb.pt)



France  
Clusters

FRANCE

Elise DUREY

[elise.durey@franceclusters.fr](mailto:elise.durey@franceclusters.fr)

[www.franceclusters.fr](http://www.franceclusters.fr)

ALL MEMBERS OF :



<http://cosmeticsclusters.com/>

# AGENDA

C4W



<b>C4W Event</b>	<b>08/01/18 - Chartres (France)</b>	<b>C4W kick off meeting &amp; Opening conference</b>	<b>C4W consortium</b>
	<b>22-26/01/18 - Tokyo (Japan)</b>	<b>3rd Commercial Mission to Japan</b>	<b>Beauty Cluster Barcelona</b>
	<b>17-19/04/18 - Amsterdam (Netherlands)</b>	<b>In Cosmetics Amsterdam</b>	<b>Beauty Cluster Barcelona</b>
	<b>24-28/04/18 - Koera</b>	<b>Trade mission in Korea</b>	<b>Beauty Cluster Barcelona</b>
	<b>8-10/05/18 - Dubai (United Arab Emirates)</b>	<b>Beauty World Middle East</b>	<b>Cosmetic Valley</b>
	<b>22-26/05/18 - Shanghai (China)</b>	<b>China Beauty Expo Shanghai</b>	<b>Cosmetic Valley</b>
<b>C4W Event</b>	<b>31/05/18 – 01/06/18 - Cluj Napoca (Romania)</b>	<b>International Conference of Lifescience&amp;tech 4 Wellbeing</b>	<b>Transilvania Lifestyle Cluster</b>
<b>C4W Event</b>	<b>17-18/10/2018 - Paris (France)</b>	<b>Cosmetic 360 exhibition fair &amp; International BtoB meetings</b>	<b>Cosmetic Valley</b>
	<b>30/10-01/11/18 - Bangkok (Thailand)</b>	<b>In Cosmetics Bangkok</b>	<b>Beauty Cluster Barcelona</b>
<b>C4W Event</b>	<b>February 2019 - Portugal</b>	<b>More info to come</b>	<b>AEBB</b>
	<b>19/01/18 – Tokyo (Japan)</b>	<b>CosmeTokyo - Cosmetech</b>	<b>Beauty Cluster Barcelona</b>
<b>C4W Event</b>	<b>May 2019 - Barcelona (Spain)</b>	<b>C4W closing conference</b>	<b>Beauty Cluster Barcelona</b>

# JOIN THE MOVEMENT !

# C4W



- YOU ARE A **COMPANY** WISHING TO GO INTERNATIONAL ?
- YOU ARE A **CLUSTER** WISHING TO DEVELOPP COOPERATION ?

## CONTACT US

**Segolène LELOUTRE**  
C4W project manager leader

[sleloutre@cosmetic-valley.com](mailto:sleloutre@cosmetic-valley.com)  
+33 (0) 2 37 18 33 18

**Elise DUREY**  
C4W project communication manager

[elise.durey@franceclusters.fr](mailto:elise.durey@franceclusters.fr)  
+33 (0)4 78 54 67 09

## JOIN THE MOVEMENT !

[cosmeticsclusters.com/C4W](https://cosmeticsclusters.com/C4W)



@CosmeticsCCIN



Cosmetics Clusters International Network (CCIN)



Cosmetics Clusters



Cosmetics Clusters