



January 2018  
Press Release

## Launch of Cosmetics4Wellbeing (C4W) project

France, the world's leading exporter of cosmetics, is also recognized as the leader on the international scene. Cosmetic Valley, a competitiveness cluster and the world's leading center for perfumery and cosmetics, strengthens its strategy to remain leader in this field and to satisfy the need for export development of its members. To this end, numerous agreements with international clusters have been signed and the CCIN - Cosmetics Clusters International Network has emerged at the initiative of Cosmetic Valley with the support of France Clusters. The CCIN is the first global network of clusters dedicated to international cooperation for innovation in the cosmetics sector. It includes 21 clusters of the entire cosmetic value chain. The CCIN was inaugurated in 2016 at Cosmetics 360, with the aim of sharing good practices and working on joint projects.

In 2017, the European Union launched, in the framework of COSME funding program, a call for projects to support the internationalization of SMEs of European clusters. Cosmetic Valley mobilized CCIN members to respond to it: Beauty Cluster Barcelona (Spain), Transylvanian LifeStyle Cluster (Romania), Association Region Beira Baixa (Portugal) with the support of France Clusters (France). Launched in the framework of COSME European program, Cosmetics4Wellbeing (C4W) project aims to support the internationalization of SMEs from 4 European cosmetics clusters to third markets.

This project will enable the 4 European clusters to build a sustainable strategy of internationalization, by developing new innovative partnerships, linking cosmetics to cross-cutting sectors such as health, agro-food and digital. In addition, C4W project includes actions such as SMEs training on export, identification of new business partners, participation to international events, and exploratory missions to third markets.

Last 8<sup>th</sup> and 9<sup>th</sup> of January, C4W kick off meeting took place in Chartres (France), at the headquarter of Cosmetic Valley, coordinator of the projet. Those two days were conducive for the 5 partners to agree on the first working bases and to meet cosmetics SMEs from Cosmetic Valley network at the occasion of a network gala evening. Indeed, as C4W aims to foster SMEs internationalization toward third markets, it is important to identify SMEs needs on this subject.