

## CALL FOR CONSULTANCY



In the framework of the European project [Cosmetics4Wellbeing](#), [France Clusters](#) launches a call for consultancy: training on cluster support to SMEs internationalization.

### Context

Cosmetics4Wellbeing is a partnership of European cosmetics clusters to boost SMEs international business opportunities toward foreign markets. An internal swot analysis highlighted the need expressed by cluster managers to be trained on this topic.

### Objectives of the training

- Allowing the cluster managers to identify the key prerequisites for a company to succeed in their internationalization
- Allowing the cluster managers to build a strategy to address internationalization
- Providing the cluster managers with knowledges of collective actions for internationalization

### Practical information

- 2 days of training
  - o 1<sup>st</sup> day: 13<sup>th</sup> of February, 2019, In Castello Blanco, Portugal (all day)
  - o 2<sup>nd</sup> day: 8<sup>th</sup> of May, Barcelona, Spain (from 3pm to 8pm)
- Around 10 international participants (clusters managers)

### Requirements from the organizations to be contracted

- Experience with clusters required as the training needs be delivered from a cluster manger perspective
- Experience in similar consultancy European projects
- Years of experience on internationalization support topic: minimum 5 years
- Training will be delivered in English
- French speaking would be appreciated to facilitate the exchanges with the coordinator
- The company must justify their capability to be contracted for a project funded with public money

### Quotation

- The quotation shall include all costs
- A detailed training program needs to be provided
- Economical quotation cannot be below a reasonable cost for a quality consultancy work. Any offer that could be considered unsustainable will be rejected. Unsustainable offer is that one with 20% lower than maximum budget proposed. The quotation has to be best value for money

Budget and deadline for application

2000€TTC all included (travel cost included)

Deadline for application: 25<sup>th</sup> of January, 2019

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ABOUT COSMETICS4WELLBEING

[Cosmetics4Wellbeing](#) is a partnership of 5 structures (Cosmetic Valley, Beauty Barcelona Cluster, Transilvania Lifestyle Cluster, France Cluster and Beira Baixa Business Association, covering 4 European Member States (FR, ES, RO, PT). The aim of the project is the creation and development of a European Strategic Cluster Partnership–Going International (ESCP-4i) in the cosmetics sector and related industries (Technology, Health and Agro-food), which is oriented towards increased internationalization and strengthened sustainability of European SMEs.

Our ESCP-4i has set 4 specific objectives:

- Fostering cooperation among cluster organizations and its members in the ESCP-4i and across sectorial boundaries;
- Promoting new value chains along the cosmetics cross-sectorial industry, geared towards international markets, based on inputs and needs from SMEs;
- Developing a Joint Internationalization Strategy geared towards third key markets beyond Europe;
- Developing a governance system and a common branding for the ESCP-4i to ensure active and sustainable collaboration among the different stakeholders.