



**Global
Cosmetics
Cluster**
EUROPE

A partnership of European
cosmetics clusters to

**Boost SMEs international
business opportunities
toward foreign markets**



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europe.cosmeticsclusters.com

    Cosmetics Clusters

Press release

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Launch of Global Cosmetics Clusters - Europe, the partnership of european cosmetics clusters to boost SMEs International business opportunities toward third markets.

A consortium of 5 organizations join forces and structure themselves under a common European banner "Global Cosmetics Clusters - Europe" to promote European cosmetics expertise and help European companies to go to third markets.

Global Cosmetic Cluster - Europe, brings together a total of 550 European cosmetic companies, members of the following organizations : Cosmetic Valley (France), Beauty Cluster Barcelona (Spain), France Clusters (France), AEBB (Portugal) and Transylvania Lifestyle Cluster (Romania).

The conclusive results of the internationalization project "Cosmetic4Wellbeing" lead by Global Cosmetics Cluster - Europe (December 2017 - May 2019, supported by the COSME program of the European Commission) have provided companies with analysis on market trends and figures, training sessions on internationalization and participation to a benchmarking trip mission in Mexico.

Global Cosmetics Clusters - Europe now wants to reinforce its common internationalization strategy, which will target 5 countries: USA, Mexico, South Korea, India and Emirate Arab United.

The creation of Global Cosmetics Clusters - Europe responds to a certain number of needs:

- be identified as the European one stop shop for clusters and business network collaborations in Europe
- create a common branding to get the best visibility possible and to showcase European cosmetics expertise, known and recognized in Europe and beyond for the quality of the innovation developed
- join forces and resources to foster internationalization of their SMEs

To do so, the consortium wishes to expand its partnership to new European clusters implementing innovation for cosmetics. It will also count on the special support of the first international network of cosmetics clusters, composed of 25 members worldwide: Global Cosmetics Clusters.

Ressources and contacts :

Read more on Global Cosmetics Clusters – Europe : <https://europe.cosmeticsclusters.com/>

Read more on Global Cosmetics Clusters

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