





**The first
international clusters
network dedicated to
innovation in cosmetics**

europe.cosmeticsclusters.com

    **Cosmetics Clusters**

Cosmetics Clusters Rendez-Vous 2019
REPORT AND 2020 ANIMATION ACTION PLAN
October 17th, 2019 / Paris, France

About

Cosmetics Clusters Rendez-vous 2019 - 4th edition

Cosmetics Clusters Rendez-vous is a one-day event for discussions and B2B meetings between international clusters of the entire cosmetic value chain. Cosmetics Clusters Rendez-vous is organized by Cosmetic Valley in partnership with France Clusters, and takes place in Paris in the framework of Cosmetic 360 international fair



Key numbers

- 39 participants
- 14 countries represented
- 24 organizations
- 30 R&D meetings planned

Main highlights of the day

- 3 round tables on animation, communication and business model (see report below) were organized To start a common thinking process of action plan for the years to come. All members are invited to join the process.
- Conference by [ERDYN](#) to get an overview of the available solutions to fund international R&D projects: Horizon 2020, the main funding programme for R&D and Innovation projects in Europe ; ERA-Net, joint funding programmes ; Eurostars, International funding for R&D performing SMEs ; BPI France, International technological Partnership ; and some others funding opportunities for clusters such as COSME and INNOSUP calls.
- R&D International Connection: 16 SMEs collaborative project owners were looking for international partners. You can [take a look at these projects](#) and contact the project owners to offer your skills.

2020 action plan

Get involved and let's build it together

Join the 2020 action plan design process

Based on the Inputs of the three round tables organized during the Cosmetic 2019 Clusters Rendez-Vous (annexed) we invite all member to join our **next remote working sessions on the 3 topics:**

- 1. Defining next concrete actions to enhance inter-cluster collaborations (network animation)
- 2. Increase the network and each cluster's international visibility (communication)
- 3. Ensure the long-term sustainability of the network (strategy and business model)

Provisional calendar: 3 remote meetings (one in January, one in February and one in March)

Register to these 3 remote meetings by sending an email to Justine HEGON, jhegon@cosmetic-valley.com before December 4th.

As a member, we count on your participation

Take advantage of the new visual identity

After 3 years of existence, 25 members from 15 different countries and 4 annual meetings in Paris with a large number of B2B meetings, we wanted to empower the network with a visual identity allowing international recognition and visibility.

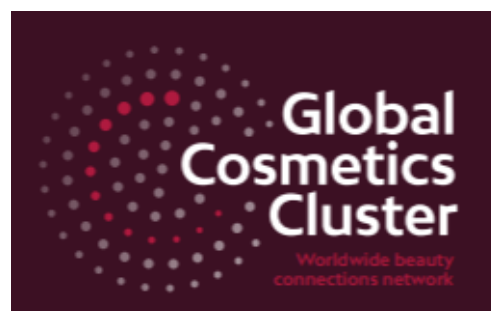
We invite each organization to showcase its membership to Global Cosmetics Cluster:

- Use the [Global Cosmetics clusters brochure](#) : as a promotion material to explain what is our network
- Display the logo "[member of Global Cosmetics Cluster](#)"



About Global Cosmetics Cluster

- **25 members worldwide from the entire cosmetics value chain**
- **The first international clusters network dedicated to innovation in cosmetics**
- [Read more](#) on our brochure cosmetics.clusters.com // About us



Contact

Ségolène LELOUTRE

Email: sleloutre@cosmetic-valley.com

Tel: +33 (0)2 37 18 33 18

Justine HEGON

Email: jhegon@cosmetic-valley.com

Tel: +33 (0)2 37 21 60 48

ANNEXES - REPORT OF THE THREE ROUND TABLES, 17th of October, Paris

For the past three years, the Global Cosmetics Cluster has enabled clusters from all over the world to talk, inspire each other and work together on the global development of the businesses and innovations of our members.

The aim of those 3 round tables at the occasion of our annual meeting is to define together our working plan for 2020 and set up new perspectives. Please find the reports of each round tables. What is coming next is deeper and collective think process to materialize those first ideas.

Round Table 1 on governance & business model of Global Cosmetics Cluster

Objective:

To make Global Cosmetics Cluster a sustainable and dynamic network with high members involvement

Summary of the discussions:

- **Global Cosmetics Cluster – Business Plan:** No need to prove the Global Cosmetics Cluster value the members and their network. A business plan will be set up collectively for the years to come to allow greater collaboration between cluster members and to allow more business for the cluster's members (companies, labs...).

- **Global Cosmetics Cluster – Who?:** The Global Cosmetics Cluster is the meta-cluster gathering clusters of the cosmetic industry worldwide, representing all the skills of the cosmetic value-chain. A “Network and admission” committee will define specific admission criterias as well as commitment expected from each member.
- **Global Cosmetics Cluster – Fundings?:** Topics such as membership fees and sponsorship will be considered and discussed collectively.

Round table 2 on communication

Objective:

To set up the most appropriate internal tools of communication between members of the Global Cosmetics Cluster as well as promoting the network to a large-scale public by reinforcing its international visibility.

Summary of the discussions:

- Better dissemination of information on members activities and projects: highlight key and updated information: area of research and development or innovation specialization, local cosmetics ingredients and know-hows to be promoted, member expertise, calendar of international events, etc...
- Communication tools to be used by all members : promotional material of Global Cosmetics Cluster is available and shall be used by members : [brochure](#), logo [“member of Global Cosmetics Cluster”](#)
- Communication toward cluster members companies to help your companies to think globally will be set up
- Global Cosmetics Cluster project on communication: make available local market information on cosmetics industry, publish an international analyze on beauty perception at an international scale, international press actions.

Round Table 3 on animation of the Global Cosmetics Cluster

Objectives:

- Regular exchange between clusters
- Dynamic must benefit to the network of each cluster
- Dynamic metacluster

Global purpose from three tables regarding the dynamic of the network: sharing information and expertise.

- ➔ Companies internationalization: Creation of a structured marketplace with different categories: Ends products, Raw materials, Expertise (R&D, new technologies...), Other?

➔ To know each other + to know countries partners: creation of a Global Cosmetics Cluster data based:

- Country profile
 - “If I go to Japan, I need to...”
 - Focus on regulation
 - Economic and financial focus
 - Trade zones
 - Other?
- Cluster profile
 - Cluster presentation
 - Point of contact
 - Services provided
- Presentation of the country through video or webinars

➔ To spend more time together // more face to face interaction: Attending cluster’s events

- To share information about event in our own country and to invite members of GCC
- To try to meet every three months
- Organization of small mission by the cluster who will welcome, in its country, members of GCC with/without companies

➔ How to build the dynamic plan: To build working group on specific topics

- Working together and build together the dynamic
- 6 groups, 6 topics
- 1 leader by group
- 1 face to face kick off meeting a year
- Others meeting by Visio conference
- Group of 8 persons
- Each cluster can attend meeting of its choice
- Template for each working group