Innovation within the cosmetic industry: focus on Cosmetic Valley strategy
Christophe MASSON (PhD)
Scientific Manager
1994: Creation of the association

1st President: Jean-Paul GUERLAIN

2005: Cosmetic Valley designated « competitiveness cluster »
COSMETIC VALLEY

Président: Marc-Antoine JAMET,
General Secretary of LVMH

CEO: Jean Luc ANSEL,
Founder of the Cosmetic Valley
A global industry

Cosmetic Valley know-how

Aromatic plant growing

Aromatic raw materials (essential oil, active principle)

Non aromatic raw materials (chemistry, green chemistry)

Manufacture / Formulation
- Powders / Make up
- Skin care
- Toiletry products
- Perfumes
- Cosmeto-textiles

Primary packaging
- Glass bottles
- Caps, jars
- Dispensing systems
- Samplings

Secondary packaging
- Boxing
- Labels
- Serigraphy
- Point of purchase advertising

Packing

Finished products: Fragrances and Cosmetics

Distribution Logistics

Engineering / Machine tools / Assembly lignes

Testing and Analysis / Quality Control / Service

Research and Training
The world’s leading centre for perfume and cosmetics resources

**Key figures**

- 800 Companies (80 % SME)
- 70,000 employees
- Turnover: 18 billions €
- 2nd export industry
- 8 Universities – CNRS - SOLEIL
- 8000 scientists
Actions towards industry

- **Networking**
  Facilitate contacts and business between companies (networking dinners, welcome of international delegations, working groups…)

- **Export**
  Support business worldwide (international exhibitions, economic prospection…) mainly through international events in Asia, Europe, and France (Cosmetic360)

- **Congresses & Training**
  Improve employee’s qualification by on-going training and by organizing scientific congresses (packaging, sensory, regulation, formulation…)

- **Cosmeto watch**
  Follow the latest trends and the position of players in order to keep our members up to date

- **Research and Innovation**
  Support research in cosmetic sciences and develop collaborative innovation projects
Research and Innovation

Missions of the cluster for the research and the innovation

- **INITIATE**
  - Visiting laboratories
  - Projects opportunities
  - Working groups
  - « R&D Connexions »

- **SUPPORT**
  - Looking for partners
  - Projects structuration
  - Writing assistance
  - Co-financing identification

- **VALUE**
  - Scientific days
  - Publications
  - Press link
  - Congresses and exhibitions

- **CERTIFICATION**

- **180 collaborative research projects under the Cosmetic Valley banner**

- **€270 million investment**

**Scientific benefits:**
Publications in scientific reviews, communications in congresses

**Economic benefits:**
Development of the competitiveness of the companies, Job creation
Values of the « Made in France » as major axes of innovation
International Partnerships

Develop collaborations between Cosmetic Valley and international clusters

Develop the cosmetopea all around the world

**Partnership conventions with:**
The Japan Cosmetic Center
The Beauty Cluster Barcelona
Colombian cluster: BioIntropic and Andi
Québec International
Polo de la Cosmesi

**Links with:**
Jeju in South Korea
Industrial Technology Research Institute of Taiwan
Thailand center of excellence for life sciences
Cosmetic Newspaper, Cosmetic Observer, Guangdong Light Industry Association in China...
Etc...
2 ways to collaborate with cosmetic industry in France

By inviting you to the Cosmetic 360 trade fair in PARIS, the global showcase for innovations in Perfumery and Cosmetics:

- To promote your innovations to the most powerful decision-makers in the sector
- To attend one-on-one Open Innovation meetings with the most important buyers in the industry
- To benefit from BtoB meetings focused specifically on the trade fair
- To take advantage of the series of conferences scheduled for the trade fair, providing cutting-edge expertise and know-how in Perfumery and Cosmetics.

By working with you to build long-lasting networking relationships in the form of:

- Collaborative projects, R&D programmes, trans-cluster initiatives, and the like
- Business proposals passed on to the companies in our network
- International economic and territorial analysis assignments.

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Paris – Carrousel le Louvre

The global showcase for innovations in Perfumery and Cosmetics

- 240 exhibitors (innovative SMEs from the global industry)
- More than 5000 visitors / 50 countries
- All the majors for Open Innovation meetings (Chanel, L’oreal, Shiseido, LVMH, Sephora, J&J, ...)

http://www.cosmetic-360.com/
“World Innovation & Cosmetic Cluster Summit” at Cosmetic360

An international BtoB meeting to foster innovation in cosmetic

Three main objectives:

- Gather a cross-sectorial and international community of clusters to foster innovation for cosmetic
- Promote their innovation that can be implemented in the cosmetic industry (packaging, raw material & natural ingredients, biotechnologies…)
- Provide the clusters with the opportunity to meet the main cosmetic industry buyers

You are a cluster, a business network and your companies develop innovations that can be implemented in the cosmetic market?
You want to promote your innovations among cosmetic industry buyers?

Come and join the “World Innovation & Cosmetic Cluster Summit”
Paris, 13 October 2016
Thank you for your attention

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