



**COSMETIC
VALLEY**


BEATING HEART
OF THE WORLD
COSMETICS
INDUSTRY

CELEBRATING
30
YEARS

COSMETIC VALLEY

**30 YEARS OF
INDUSTRIAL
SUCCESS
1994-2024**

20 JUNE 2024



A word from the Chairman

«**We are celebrating our thirty years.** Two or three centuries ago, we would have had one foot in the grave. Times have changed: COSMETIC VALLEY is bursting with youth and ambitions, projects and desires.

It has known nothing but forward progress in three decades. More missions. More actions. More members. More services proposed and rendered. Some cluster shave fallen asleep by the fireside. Just like in the ageless English clubs, they have become refuges for a few old dinosaurs who essentially spend their day reading the paper whilst smoking a cigar. May they rest in peace. They failed to turn the tables. They did not want to upset the old architecture that separated the public from the private sector, that ignored SME and intermediate-sized enterprises because they were too small and the CAC 40 giants because they were too big, that froze the relationship between suppliers and sold-to parties almost hierarchically, that was indifferent to our friends in the glass, cardboard and plastic industries, that saw no point in representing the entire value chain, from the producer of ingredients to the cargo shipowners - in short, that did not know how to «create a sector».

We did not fall into these traps. At our meetings, everyone is seated since they want to work and are willing to do so. This unity has enabled us to navigate through storms and light winds. With Covid, despite the crises. We were regional. We became country-wide. We were French. We became international. We administered the moment. We dared to innovate. We were



**Marc-Antoine Jamet,
Chairman of
COSMETIC VALLEY**

not given enough consideration. We became the second largest item in our country's trade balance.

We have turned challenges into opportunities, supporting businesses as they convert to master the major digital and ecological, technological and geopolitical transitions that constitute the future. We have participated in defining, creating and expanding a competitive, bold and sustainable industry.

We have confirmed our place as leader and our status as Number 1. We are proud of this. We are delighted with this. But we could not have achieved it without your trust, your work and your passion. We could not have achieved it without the courage and dedication of the small team of young, competent and friendly men and women around me, led by Christophe Masson after Jean-Luc Ansel. We could not have achieved it if we had not believed it possible. And I still believe it. For today. For tomorrow. With everyone. And of course with you. »





CONTENT

6

COSMETIC VALLEY:
A SUCCESS STORY, FRENCH STYLE

8

HISTORY AND PATHWAYS

10

TRANSFORM
Support businesses in the digital
and ecological transformations.

11

ENCOURAGE
Be the driving force in the economic
development of regions.

12

CONTRIBUTE
Legitimise the sector in the eyes of the public authorities.

13

SPREAD
Help businesses to expand internationally.

15

PRESS DIARY 2024-2025



COSMETIC VALLEY: A SUCCESS STORY, FRENCH STYLE

20 June 2024 promises to be another key date for our association. To celebrate our thirtieth anniversary, we are bringing together at the Château de Chambord four hundred professionals from the sector, decision-makers, researchers, local elected representatives, State representatives and global partners from the four corners of the globe: Japan, Thailand, Korea, Canada, Spain, Italy and Gabon.

A powerful sustainable and profitable ecosystem founded thirty years ago by Jean-Paul Guerlain and Jean-Luc Ansel, at the time Managing Director of CODEL (Economic Development Agency of the Eure-et-Loir department).

COSMETIC VALLEY is far more than just a competitiveness cluster. It is a true French success story, that illustrates how innovation, know-how and collaboration can propel an industry to the summit on a global scale. Since its creation in 1994, COSMETIC VALLEY has managed to transform a historic heritage into a dynamic economic driving force that

boosts the position of France as undisputed leader in the cosmetics and perfumery sector.

Emergence of a Centre of Excellence

COSMETIC VALLEY'S story starts in the Centre-Val de Loire, Normandie and Ile-de-France regions, lands that are rich in cosmetic tradition and manufacturing know-how. COSMETIC VALLEY was created in 1994 through a desire to structure and revitalise this sector, with the task of bringing the industry's export players together and promoting innovation.

Collaborative Ecosystem

COSMETIC VALLEY stands out for its ability to create a collaborative ecosystem. COSMETIC VALLEY brings together all professional know-how, from plant cul-

tivation to finished products, as well as schools, research centres and universities involved in the field. A globally-unique ecosystem made up of over 80% of very small, small and medium-sized businesses working alongside intermediate-sized enterprises and groups in the sector to develop employment in France.

Innovation at the Heart of the Strategy

Innovation is the driving force in the COSMETIC VALLEY success story. The cluster invests heavily in research and development, supporting pioneering projects in sustainable cosmetics, biotechnologies and natural formulations. Initiatives like the Beauty Hub and the International Cosmetic 360 Fair illustrate this commitment by offering specific platforms for the emergence of new ideas and promotion of cutting-edge technologies.

Major Economic Impact

COSMETIC VALLEY is not just an industrial success. It is also a pillar of the French economy. Attracting both national and international investment underlines the importance of COSMETIC VALLEY as a driver of growth and economic innovation.

Legitimation of the Sector

Through its role as representative of the cosmetics industry to the public authorities, COSMETIC VALLEY intends to have the cosmetics industry recognised as essential to the French economy.

International Influence

COSMETIC VALLEY'S influence extends well beyond French borders. By helping companies develop their international business, the cluster strengthens the position of French cosmetics in world markets. Export missions, collective pavilions set up in the largest BtoB beauty fairs and international partnerships are ways for companies to conquer new markets and strengthen their competitiveness at global scale.

By combining tradition and innovation, encouraging collaboration and stimulating excellence, the cluster has transformed the cosmetics industry into a dynamic and prosperous sector. Thirty years on and COSMETIC VALLEY continues to write its story and is still a model of industrial, economic and technological success.

2

HISTORY AND PATHWAYS

1994

Creation of the association first cosmetics-perfumery network worldwide



2010

Creation of the "Cosmetopeia" concept, a commitment to protecting the biodiversity and traditional use traditions of cosmetics

2014

Mandated by the State as "national coordinator of the perfumery-cosmetics sector"

1996

Export operator for the sector. Organisation of the first COSMETIC VALLEY France pavilions in the largest international BtoB beauty fairs

2015

Organisation of the Global Innovation Fair in Paris, Cosmetic 360



The Fair will celebrate its tenth anniversary in 2024

2002

First Congress organised by the cluster, which has become the flagship event for cosmetic regulations



At the 20th edition

2016

Launch of the annual research and innovation contest, "The Cosmetic Victories"



A world-renowned 2024 jury for the 9th edition

© Studio Martino

© Nathanael

2016

Creation of the first global cosmetics network: Global Cosmetics Cluster, serving the international development of companies

2020

Creation of the first French accelerator dedicated to innovation in perfumery and cosmetics: the Beauty Hub



2021

Mandated by the European Commission "coordinator of the European inter-regional network" with the creation of the European platform: Go4Cosmetics, which today brings more than ten European regions together



© Studio NathSam

2023

Renewed for phase 5 of competitiveness cluster



© Studio AFPC

2023

Launch of the new COSMETIC VALLEY identity. Speaking out in the name of cosmetics



2024

Boosting export support for businesses with the creation of the first sector embassy in China: "FFCE" - French Fragrance and Cosmetics Embassy



© Sylvain Bachelot

2024

COSMETIC VALLEY celebrates its 30th anniversary with the publication of a totally new economic study on the regional impact of the sector and the setting up of the first research and innovation barometer for the French sector



2028

Opening of the International Cosmetics Centre in Chartres. Both the showcase for the French cosmetics sector and its know-how and a collaborative tool serving the sector's businesses

3

Industrial success based on four major areas

> TRANSFORM

Support businesses in the digital and ecological transformations

COSMETIC VALLEY works to mobilise the ecosystem and enable the sector to remain competitive in a constantly-evolving market.

The ecological transformation of the cosmetics sector has become a priority in the face of increasing consumer concerns and regulatory requirements in terms of sustainability. This means minimising the industry's environmental impact. The digital transformation represents a major revolution, changing profoundly how businesses design, produce, market and distribute their products. This transformation is being driven by rapid technological advances and by growing consumer expectations for personalised, transparent experiences.

2024 actions

- Strengthening the Sector's Industrial Scientific Committee
- Labelling thirty R&D projects
- Creating Qualiopi-certified training modules
- Running technological workshops: The Tech of the Beauty Fab
- Broadcasting themed webinars
- Organising scientific conferences and the Global Innovation Fair: Cosmetic 360 and the international research and innovation competition "The Cosmetic Victories"
- Accelerating commitment by businesses to developing short circuits linked to agriculture
- Continuing to roll out the "Cosmetopeia" French overseas territories and internationally

Key figures



600
R&D projects



750
Millions of € invested



26 000
Researchers



96 %
Growth (2009-2019) in lodging publications



1 000
Patents lodged annually



60
Start-ups supported every year

> ENCOURAGE

Be the driving force in the economic development of regions

COSMETIC VALLEY stimulates employment, investments and cooperation between the businesses in the sector.

- COSMETIC VALLEY is a driving force in the economic development of regions thanks to its ability to bring local players together, support innovation, encourage training and employment, attract investments, promote international visibility and encourage sustainable practices. Its dynamic, concerted action not only contributes to the growth of the cosmetics industry, but also to the economic and social enrichment of the regions in which it is established.

2024 actions

- COSMETIC VALLEY - in partnership with ten leading companies in the sector - Chanel, L'Oréal, Clarins, Fareva, Sisley, Puig, Albéa, Verescence, Stoelzle and Pochet - is rolling out a digital communication campaign to stimulate and promote jobs in the sector. This initiative highlights the excellence of the sector and its ambitious commitments to ecological and digital transition, thereby confirming its decisive role in the economy and innovation
- Participation in regional Job/Career fairs

Key figures



6 300
Establishments



100 %
Of the value chain is in France



226 000
Jobs



1st
National communication campaign
to promote jobs in our industry



71
Billions of € in turnover

> **CONTRIBUTE**

Legitimise the sector in the eyes of the public authorities

COSMETIC VALLEY represents the interests of the cosmetics industry with the regional and governmental bodies.

- French cosmetic products are among the most exported worldwide, thereby making a positive contribution to the country's trade balance. The cosmetics sector is a jewel in the French economy due to its significant economic impact, its ability to create jobs, its international influence, its dynamic innovation programme, its rich heritage of know-how and its ecological commitment. These factors all combine to illustrate the strategic importance of the sector for the French economy and society, making France an undisputed world leader in the field of cosmetics.

COSMETIC VALLEY acts as an influential voice for the cosmetics industry, representing the sector's interests in regional, national and European bodies. This stance ensures that policies take into account the specific features and needs of the cosmetics industry.

Since 2022 and the opening of the Brussels office, the cluster has been able to boost its relations with the European authorities, represent the French perfumery and cosmetics sector in Europe and provide effective support to French players looking to European programmes for financing and support for economic development, innovation and industry.

2024 actions

- Continuing with the Industry Committee with major topics for our industry on the agenda: decarbonisation, protecting the biodiversity through the "Cosmetopeia" concept, the attractiveness of professions and jobs, maintaining the sector's international influence and industrial relocation
- The cluster continues to support businesses in Europe and to lodge structuring projects for the sector
- Publication of the report on the "The Future of the Cosmetics Industry" conference held on 3 July 2023 at the Committee of the Regions in Brussels under the Go4Cosmetics partnership. This report sets out the state of the art of the European cosmetics-perfumery industry, detailing its values and challenges, listing the needs of manufacturers at European scale and making recommendations to European public authorities with a view to greater recognition and support for the industry

Key figures



4
Industry committees chaired by the Minister for the Economy



1st
Industry summit - thirty measures for a winning and sustainable recovery



2nd
Contributor to the French trade balance



6
COSMETIC VALLEY partner regions

> SPREAD

Help businesses to expand internationally

COSMETIC VALLEY is not just an organisation; it is the brand name of an industry committed to the future, which defends the values of Made in France internationally.

- COSMETIC VALLEY supports companies in the French export sector through market intelligence and collective operations at international trade fairs in partnership with the state agency Business France.

The Global Cosmetics Cluster association, created by COSMETIC VALLEY in 2016, is a genuine gateway for the international expansion of SME and a benchmark for cosmetics expertise at an international level. It aims to increase international collaboration, both for business and for research and innovation projects, by creating opportunities for networking and partnerships, thereby helping companies to expand into export markets.

2024 actions

- Creation of sector embassies to encourage access to strategic markets via a local business network. Launched in China, the next embassies should see the light of day in South Korea, the United States and Japan
- Collective pavilions in three international flagship fairs: in-cosmetics global in Paris, China Beauty Expo in Shanghai and Beautyworld Middle East in Dubai
- Roll out of the international cosmetics week: Cosmetic 360 Week
- Sharing good practices to access strategic markets "Access to Global Cosmetic Market": a new series of webinars offered by Global Cosmetics Cluster
- Organising the tenth Cosmetic 360 Fair where the international "Cosmétopiades" competition will be held

Key figures



21

Billions of € in exports



30

Partners on five continents



1st

World exporter of perfumes and cosmetics



1st

Sector embassy: FFCE - French Fragrance and Cosmetics Embassy



KEY PRESS DATES IN 2024

- **TOUR DE FRANCE OF REGIONS - NOUVELLE-AQUITAINE STAGE**
4 July
- **TOUR DE FRANCE OF REGIONS - BRETAGNE STAGE**
19 September
- **PRESS CONFERENCE: COSMETIC 360 TRADE-SHOW, PARIS**
26 September
- **COSMETIC 360 - CELEBRATING TEN YEARS, PARIS CARROUSEL DU LOUVRE**
16-17 October
- **REGULATORY ISSUES CONGRESS, CHARTRES**
20-21 November

KEY PRESS DATES IN 2025

- **TOUR DE FRANCE OF REGIONS - OCCITANIE STAGE**
16 January
- **COMET, CERGY-PONTOISE**
Congress dedicated to cosmetic measurement & testing
22-23 January
- **TOUR DE FRANCE OF REGIONS - PACA STAGE**
6 March
- **SENSORY CONGRESS, TOURS**
20 March
- **TOUR DE FRANCE OF REGIONS - AURA STAGE**
10 April
- **COSMETIC ENVIRONMENT AND SAFETY CONGRESS, LOUVIERS**
1 July

OUR PARTNERS

Premium partners



Public partners





COSMETIC VALLEY
press contacts:

Cyrielle Lafitte
cyrielle@bpfconseil.com
+33 6 70 06 50 48

Béatrice Parrinello
beatriceparrinello@bpfconseil.com
+33 6 63 72 16 06



**COSMETIC
VALLEY**



**BEATING HEART
OF THE WORLD
COSMETICS
INDUSTRY**

