



A partnership of European
cosmetics clusters to

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



Co-funded by the
COSME programme of
the European Union



**Global
Cosmetics
Cluster**
Worldwide beauty
connections network

**Global Cosmetics Cluster - Europe
is part of global network of cosmetics clusters**



EUROPE



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    Cosmetics Clusters

About Global Cosmetic Cluster - Europe

A partnership of European cosmetics clusters to boost SMEs international business opportunities toward foreign markets

The European body of the Global Cosmetics Cluster

Our History

14 This network was launched by the cooperation movement of Global Cosmetics Clusters and achieved through Cosmetics4Wellbeing European project which is co-funded by the COSME program of the European Union. This 18 month project intended to answer the globalisation ambition of 5 European clusters wishing to go onto third markets.

This project empowered their capacity to go international through :

- taking part in training sessions designed for SMEs;
- identifying new business partners and opportunities;
- taking part in international events and exhibitions;
- and going on international exploratory missions

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Our Objectives



Boosting SMEs competitiveness

To simplify the steps to globalisation for the businesses belonging to Global Cosmetics Cluster Europe

Accompany SMEs to face international challenges by sharing a common international strategy



Representing European cosmetics expertise

By sharing a common branding to enhance visibility and be the European one-stop-shop for cosmetics

Promote our SMEs expertise at an international scale



Fostering European cluster collaboration

Strengthen European cosmetics clusters collaboration for improved added-value services for members

Share efforts and services mutualization on globalisation actions for the benefit of SMEs

Who Are we ?

Global Cosmetics Cluster – Europe

is an open consortium wishing to welcome clusters
or business networks wishing to join forces to go international



 France



Associação Empresarial
da Beira Baixa

 Portugal



 Spain



 Romania



 France

You ?

 In Europe

Do you want to join the dynamic ?

We are characterized by:



Being European



Being strategic and implement a joint
strategy linked to internationalization



Representing cluster or
business networks

Our Actions

Your are an SME wishing to go international ? Our internationalization services are tailored for you.

Cosmetics4Wellbeing internationalization project
(From December 2017 to May 2019)

Action 1
Think

Action 2
Train

Action 3
Act

Provide key strategic information :

- Market studies on USA, MEXICO, INDIA, UNITED ARAB EMIRATES, SOUTH KOREA
- Internal analyses to determine our SMEs needs and clusters capacity to accompany them abroad

Training on internationalization for SMEs and cluster managers

Benchmarking mission in Mexico to discover the cosmetics market
Creation of a common branding

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Zoom on the mexican benchmarking trip mission

March, 2019

- **13 persons** were part of the delegation: **6 business network** representatives and **7 SMEs** representatives
- **3 technical seminars** to understand the cosmetics market in Mexico
- **3 workshops** with local key actors
- **5 site visits** to discover different types of distribution channels
- **5 institutional meetings** with European representatives in Mexico
- **40 BtoB meetings** organized with local companies

Our Actions

Development of a sustainable joined internationalization thirds markets strategy

The members of our network have developed extensive knowledge of internationalisation opportunities in third markets for the cosmetics sector, based on the Cosmetics4Wellbeing above mentioned project.

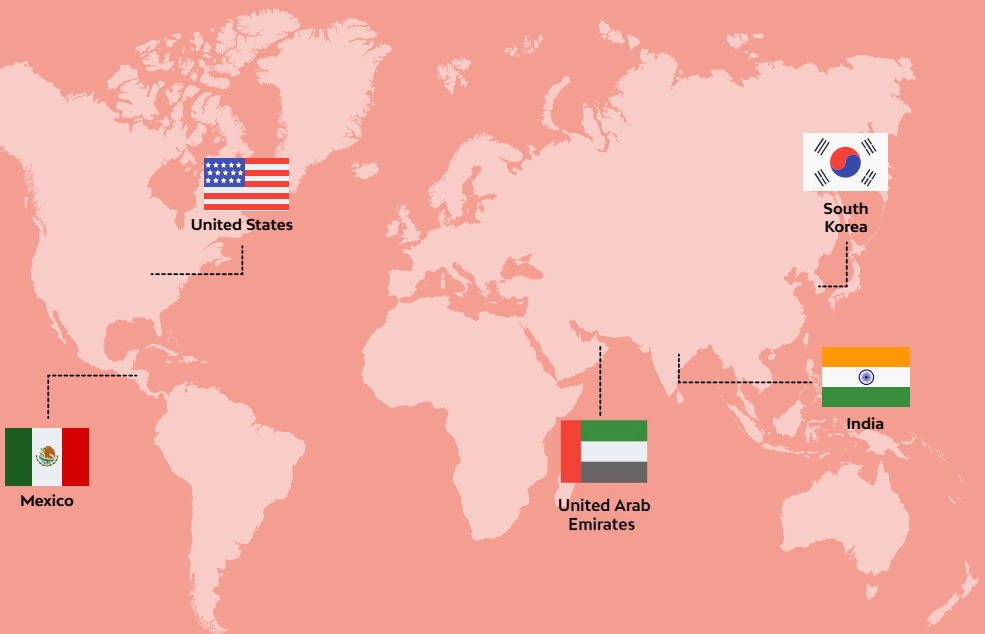
Global Cosmetics Cluster - Europe is willing to capitalise on this experience to develop a common internationalization strategy in the bellow identified countries.

More info on
europe.cosmeticsclusters.com



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COSMETICS Clusters

The international network



Our Actions

Your gateway network to international collaboration

Global Cosmetics Cluster – Europe is part of the first international network of 25 cosmetics clusters from 16 countries worldwide. Contact us for privileged contact.



More info on
www.cosmeticsclusters.com



Your are a **company** wishing to **go international** ?
Your are a **cluster** wishing to **develop international cooperations** ?

Join the movement

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