

## The Centre–Val de Loire and Lombardy Regions organize the conference “The future of the European cosmetic industry”

As part of the Go4Cosmetics European inter-regional partnership, the Centre-Val de Loire (FR) and Lombardy (IT) regions organize a conference to discuss the future of the European cosmetics industry, with the support of COSMETIC VALLEY (FR), a French competitiveness cluster and coordinator of the national sector, and REI - Reindustria Innovazione (IT), an economic development agency and coordinator of the Lombardy Cosmetics System. A world leader, the European cosmetics sector remains one of the only industries to locate its entire value chain in Europe, from raw materials to finished products, including packaging and logistics.

The event will be hosted by the European Committee of the Regions in Brussels on Monday 3 July at 2pm, in the presence of European institutions and cosmetics industry stakeholders.

Today, the industry wishes to draw the attention of the European institutions to its challenges and the need to be considered as a priority industry. Indeed, while certain sectors of the cosmetics industry value chain are recognised as key industries by the EU, the cosmetics industry is not yet one of the 14 European priority industrial ecosystems. European programmes do not target the cosmetics industry as an application sector, which considerably limits access to funding. This lack of recognition has a direct impact on both academic and industrial players.

The industry needs the support of the EU to achieve the objectives of the European Green Pact and successfully pursue its ecological and digital transitions.

On 3 July, the cosmetics ecosystems of Europe's regions will come together to present their joint research and innovation strategy to accelerate transitions and remain competitive in the face of increased international competition.

### **Conference programme**

The conference will bring together experts from across the European cosmetics ecosystem to share knowledge, strategies and experiences. The programme will be moderated by Christopher Burns, a Franco-American journalist based in Brussels.

The event will kick off at 2pm with opening remarks from François Bonneau, President of the Centre-Val de Loire region, and representatives of the Lombardy region. Marc-Antoine Jamet, President of COSMETIC VALLEY, will then shed further light on the industry's current challenges.

The first-round table, entitled "Strategies for success", will focus on the implementation of ecological and digital transitions in the cosmetics industry. Speakers will include representatives from the European Commission (EC) and the European Parliament (EP), regulatory experts, industry representatives from Lombardy Cosmetic System and a leading French ETI.

The second-round table will address the subject of international competition in the cosmetics industry. The panel will include prominent speakers from the Parliament and the Commission, Cosmetica Italia, representatives of the Beauty Cluster (ES), as well as industry representatives from the Lombardy Cosmetics System and a French world leader.

At the third-round table, "Facing the challenges of the cosmetics industry", participants will explore how research, innovation and skills can help overcome the industry's challenges and seize new opportunities. Key representatives from the European Commission, academia and industry will share their perspectives and success stories.

Each round table will be followed by a discussion with the audience.

Anne Besnier, Vice-President of Research and Higher Education for the Centre-Val de Loire Region and a member of the Committee of the Regions, will round off this rich exchange between industry professionals, political decision-makers and stakeholders.

The industry will be meeting again at Cosmetic 360 in Paris on 18 and 19 October 2023.

### **Key figures for the European cosmetics industry**

This event is a unique opportunity to highlight the considerable importance of the European cosmetics industry which, in 2022, will represent one of the largest cosmetics markets in the world with 88 billion euros, after the USA with 97 billion euros, for 3 million jobs.

*Source: Cosmetic Europe Market Performance 2022*

### **For media enquiries, please contact**

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**You must register for the conference to receive the video link for remote access to the press conference (before 27 June):** <https://european-cosmetic.eventmaker.io/en/index>

**Please note that the programme is subject to change.**

**About Go4Cosmetics:** To enable the European ecosystem to consolidate its position as world leader in this highly competitive market, the Centre-Val de Loire Regional Council, the DEV'UP regional economic

development agency, the COSMETIC VALLEY competitiveness cluster, the Lombardy Region, the economic development agency Reindustria Innovazione (REI) and Lombardy's cosmetics ecosystem have joined forces to create a European thematic partnership, "Go4Cosmetics", as part of the Intelligent Specialisation Platform for industrial modernisation, promoted by the European Commission and approved in June 2021.

Eight other European regions have joined this initiative: Catalonia in Spain, Centre in Portugal, Nord-Ouest in Romania, Olomouc in the Czech Republic, Sardinia in Italy, Normandy in France, Nouvelle-Aquitaine in France and Lubelskie in Poland. The aim is to strengthen inter-regional collaboration to connect the different regional ecosystems, enabling the exchange of experience and know-how, with the common objective of designing, planning and supporting the development of investment projects actively involving industry players and researchers, while taking into account the latest scientific research results. A key aspect of the Go4Cosmetics partnership is that it encompasses the entire European value chain, from suppliers to R&D to consumers, in order to foster new alliances for investment, innovation and the sharing of experience. The partnership also serves to convey the interests of the cosmetics industry to the European institutions and highlight policies linked to digital and ecological transformations.

**About the Centre-Val de Loire region:** The historic home of the Cosmetic Valley competitiveness cluster and a major player in cosmetics production in France and around the world, the Centre-Val de Loire region is home to 224 companies employing 16,000 people in the cosmetics sector. The Centre-Val de Loire Regional Council has chosen to make cosmetics a major priority in its intelligent specialisation strategy (S3) for the period 2021-2027, through its specialisation area "Biotechnologies and services for eco-responsible and personalised cosmetics". By supporting the creation and development of the Go4Cosmetics platform, the Centre-Val de Loire region is confirming its commitment to supporting the cosmetics industry and its players on a European scale. <https://www.centre-valdeloire.fr/comprendre/international/la-region-centre-val-de-loire-uneregion-ouverte-sur-leurope>

**About COSMETIC VALLEY - "The beating heart of the global cosmetics industry":** COSMETIC VALLEY is the world's leading perfumery and cosmetics network, coordinating the French industry. The association brings together the full range of expertise, from plant cultivation to finished products. Its mission is to promote the economic development of the industry by raising the profile of the French brand, enhancing the visibility and attractiveness of research laboratories, companies and regions, and sharing the challenges and opportunities facing the sector. COSMETIC VALLEY makes innovation the driving force behind the sector's growth in an increasingly demanding competitive environment. The companies and research bodies that make up the association are committed to progress and transition towards an increasingly sustainable, high-performance industry.

COSMETIC VALLEY brings together and supports this flagship of the French economy, defending the voice of a network of more than 3,200 companies of all sizes (85% VSEs/SMEs/SMLs, and all the world leaders), representing nearly 250,000 jobs, with an estimated turnover of €45 billion and more than a thousand patents registered each year. It is the world's leading exporter of perfumes and cosmetics, with exports expected to reach €19.1 billion by 2022. COSMETIC VALLEY represents, on behalf of the industry, the values of universal utility, human well-being, responsibility towards living beings, freedom and scientific progress. These values, united around the FRANCE CARES FOR YOUR SKIN signature, give the sector a promise that becomes a mission of general interest, enhancing the value of the entire industry.

**About the Lombardy region:** The most important region in terms of cosmetics production, Lombardy has more than 400 companies, representing more than 55% of the national total, with an added value of

66.2% of the national total. Lombardy's companies are mainly private label manufacturers, with added value of €8.8 billion (2022). The sector is characterised by a high level of investment in R&D, equivalent to 6% of sales, more than double the national average. Lombardy recently adopted its new S3 strategy, which aims to support eight linked and interconnected innovation ecosystems, placing citizens and their needs at the heart of the system. Resources will be concentrated on high-impact projects supporting innovation processes in specific sectors, the development of technological innovation clusters and the transformation of production activities. This 2021-2027 programme will help companies to find new markets, seize commercial opportunities and provide new solutions for citizens.

**About REI - Reindustria Innovazione:** REI is the public development agency located in the Cremona region, characterised by a high concentration of cosmetics industries. REI has been active in the cosmetics sector since 2005, supporting companies in their internationalisation and innovation. REI is the facilitating entity of the Lombardy Cosmetic System, a public-private partnership guided by players in the cosmetics manufacturing value chain and the research field. The partnership represents around 400 cosmetics companies located in Lombardy, with a turnover of €8.2 billion by 2022.