



COSMETIC 360[®]

EXPLORING INNOVATION

Two major highlights of the coming autumn:

**Virtual makeover for Cosmetic 360 international trade fair
National conference set to mobilize fragrance and cosmetics industry**

Press release

Chartres, 7 May 2020

Preparations are under way at Cosmetic Valley for two headline events: the e-Cosmetic 360 online fair and the national fragrance and cosmetics industry conference. Both demonstrate the resolve to push forward with industry transformation already in progress and work together to accelerate our adaptation to changes in the wake of the COVID-19 pandemic.

**e-Cosmetic 360: Cosmetic 360, version 4.0
12 and 13 October 2020 (new dates)**

To deftly address likely restrictions on movement in response to the pandemic and widen access to innovation through all the advantages of digital technology, Cosmetic 360, the international trade fair for fragrance and cosmetics industry innovation, has become e-Cosmetic 360.

This decision taken far in advance to adopt a new format promises to provide a stable online environment for international attendance, business exchanges, and export assistance. But e-Cosmetic 360 will continue to be what Cosmetic 360 has always been: a panoramic 360° show floor for the industry's cutting edge; the venue for a singular synergy of innovation, research, and business; a springboard for start-ups; and a major crossroads for project sponsors from around the world with breakthroughs to share.

Exhibitors can offer visitors more immersive, virtual showcase environments through which to discover their trailblazing solutions. AI, webinars, chat sessions, videos, and virtual stand displays (e-totems)—all on a rich and intuitive digital platform—will have the common purpose of promoting interaction between parties around the world.

'The virtual dimension of the e-Cosmetic 360 trade fair aims to accelerate business and innovation', explains Franckie Béchereau, the director of the trade fair. 'And it may succeed to an unprecedented degree. Companies, brands, and innovation hubs need a jump start and are looking to share with and emulate each other. Digital technology is adapted to agile, hyperdynamic pathways, which are key to this 2020 edition.'



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Our start-ups and innovators can gain visibility and e-meet the partners that can help them grow. Big companies and brands can plug in through our open innovation service, which can put them into touch with sponsors of innovative projects from around the world.

The e-Cosmetic 360 exhibitor and visitor populations may even be larger and more diverse. 'We will be further ramping up communication around multidisciplinary innovation bridging the divide between cosmetics, the scientific and environmental fields, and key sectors like agriculture, food processing, health, logistics, and services,' adds Franckie Béchereau.

**National fragrance and cosmetics industry conference
14 and 15 October 2020**

This industry conference will bring together French company directors around a shared, strengthened commitment. 'It is clear that the crisis is speeding up change and will lead to paradigm shifts,' says Cosmetic Valley CEO Christophe Masson. 'Through our theme—Back in business, back to growth - we are boldly announcing the accelerated transformation of the cosmetics industry, while also attracting greater recognition of the value of French industry, centred as it is on caring for people and the environment, and meeting new needs for wellness and security.'



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About Cosmetic 360

Launched in 2015 by the Cosmetic Valley competitiveness cluster, the Cosmetic 360 trade fair—the only trade fair created as a French initiative with French governance and funding—is now one of the leading world gatherings for the fragrance and cosmetics industry. An excellent setting for meeting industry professionals, Cosmetic 360 seeks to spotlight innovators—the key drivers of an industry in which half the products to hit the market within the next five years are still unknown. Gathering together all industry players—big brands, SMEs, distributors, investors, start-ups, public and private research laboratories, and innovation support experts—it is an industry hive for the promotion of the latest breakthroughs from innovative companies. Held at the Carrousel du Louvre, a centrally located Paris landmark, Cosmetic 360 affirms France’s leading position on the international market for perfume and cosmetics and furthers its global influence in the world of beauty.

About Cosmetic Valley

Created in 1994 by a handful of professionals and awarded the “centre of competitiveness” label in 2005, Cosmetic Valley is now the national centre of the French fragrance and cosmetics sector. The French state has tasked it with implementing a national strategy for coordinating initiatives within France for the benefit of the industry.

In that capacity, Cosmetic Valley’s ambitious strategy aims to focus the energies of the French fragrance and cosmetics industry to better meet future challenges in a booming and highly competitive global market. The Cosmetic Valley model has inspired the creation of numerous clusters internationally. Its success is due to the creation of a German-style “industrial fabric” bringing together big companies, SMEs in manufacturing and other sectors, and start-ups; connecting purchasers and suppliers; and creating an interface between public basic research and private applied research. This synergy boosts industry capabilities and enhances visibility.

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