

1 PLACE
Carrousel du Louvre
PARIS



2 EVENTS
CONCURRENT
October 13 & 14, 2021

Press release

Chartres, 6 July

The cosmetics sector will kick off the 2021 autumn season with a double event at the Carrousel du Louvre on October 13 and 14. Organised by Cosmetic Valley, this event will for the first time bring together the Cosmetic 360 international trade fair and the annual summit of the French fragrance and cosmetics industry. Between innovation, economic recovery, new collective synergies and ecological transition, the cosmetics-related issues driving new visions for the future will fuel the excitement in October 2021.

The innovative power of Cosmetic 360

The Cosmetic 360 trade fair is back for its 7th edition with a brand-new hybrid format combining face-to-face meetings for the local audience in France and online seminars for participants in other countries. The online platform will open on 13 September with a series of webinars on the agenda. New technology-driven processes, innovations arising from fundamental research, prospective conferences, areas for pop-up events... All this will bring visitors and exhibitors together to forge connections amid a vibrant atmosphere.

In addition to the usual events, there will be several new features:

- **Open Innovation:** an unmissable event that paves the way for meetings between start-ups and large companies, including L'Oréal, Chanel, LVMH, and Pierre Fabre.
- **Tech Corner:** ever packed with surprises, this event will showcase the cutting-edge "Touchy Finger" technology that digitises and visualises the sensations of touch.
- The **Cosmetic 360 Awards:** an annual event that recognises the best innovations presented in the following fields: raw materials, custom formulations and developments, tests and analyses, packaging and conditioning, finished products and distribution, support functions for the industry.
- **Beauty Tech Chartres:** an event space designed to immerse start-ups in the dynamics of business creation.
- An event space by Greentech where the focus will be on ingredients.
- The **Global Cosmetics Cluster:** bringing together 25 clusters from around the world.
- First time exhibitors Business France and the Global Cosmetics Cluster Europe... As well as an exclusive biennial event organised by Glass Vallée with the focus on glass products, which will bring together all those involved in bottle making to discuss the issues facing that part of the industry.

- Lastly, **Cosmetic 360 Factory** is a new event that will put the spotlight on innovative equipment in the cosmetics industry.

This year, Cosmetic 360 is committed to a CSR approach with new stands made of recyclable materials, mainly wood and cardboard, locally sourced in western France. As an initial milestone in a long-term approach, we have entrusted a CSR consulting firm with the task of identifying and implementing improvement initiatives for future editions.

The Annual Summit, a collective dynamic initiated by the 2020 National Conference

As an extension of the collective dynamic initiated by the 2020 National Conference, during which 400 proposals were discussed and 30 measures adopted, the Annual Summit will be driven by a single watchword: TAKING ACTION for our industry. At the initiative of Cosmetic Valley, this Davos of our sector will bring together 200 decision-makers from the fragrance and cosmetics industry as well as some twenty professional associations across France in order to:

- EVALUATE the progress of the measures adopted at the National Conference
- PRESENT remarkable initiatives taken by companies
- INTENSIFY the collective dynamic within our industry
- CONSOLIDATE the know-how of French industry players internationally

At the heart of the Annual Summit will be discussions about how to continue to bring together industry players, instil new perspectives, and develop business flows between companies. In addition to assessing the progress of the 30 measures, the agenda will be centred on five main themes, each of which will be addressed collectively in order to identify areas where businesses need to work together:

- Made in France (safety, competitiveness, CSR)
- The stakes of shared innovations within our industry
- Cutting out carbon emissions
- International: India, a promising market
- The challenges of skills development

The results of the measures and their implementation by the companies at Cosmetic 360 will be presented to French Minister of Industry Agnès Pannier-Runacher, who will chair an opening round table discussion on the progress of the industry committee.

See the report from the National Conference: <https://eg2020.cosmetic-valley.com/rapport>

Programme for the Annual Summit

13 October - Visit to the Cosmetic 360 trade fair: “companies that are investing thanks to the stimulus package”. Two guided tours at 10 a.m. and 3 p.m.

14 October - Round table discussions and conferences.

Steering committee:



Affiliated Partners' Committee:

The associates of the French perfumery and cosmetics industry summit



Networking evening:

Cosmetic Valley invites you to a cultural evening in the middle of the 48-hour COSMETO event. We hope to see you on Wednesday 13 October, in Salle Soufflot, at the Carrousel du Louvre:

- 6 p.m. - Closing of the first day of the trade fair and the summit
- 6.15 p.m. - Convivial reception
- 7.30 p.m. - Presentation on the values of the cosmetics industry in the 21st century
- 8.30 p.m. - Cocktail reception

About Cosmetic Valley:

The role of Cosmetic Valley

Cosmetic Valley exists for the purpose of advancing the French fragrance and cosmetics industry. Cosmetic Valley was awarded the “competitiveness cluster” label by the Inter-Ministerial Committee for Regional Development and Competitiveness on 12 July 2005. Today, it is the world’s leading resource centre for the fragrance and cosmetics industry and contributes to its ongoing development. With the support of local authorities, Cosmetic Valley leads a network of companies, research centres, and training establishments through a partnership approach based on innovation and breaking into international markets.

Cosmetic Valley initiatives

Promote networking - Support research and innovation projects - Assist companies internationally - Enhance employees’ qualifications - Develop the attractiveness and international visibility of the French fragrance and cosmetics industry.

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