



◀ Cosmetic 360's theme this year is Clean Tech. The event expects an even larger international audience thanks to eased travel restrictions in key Asian markets

Cosmetic 360: Showcasing innovation

Beauty trade show Cosmetic 360 continues to play on the strength of its unique positioning as the only international event dedicated to innovation in all sectors of the beauty industry, from raw materials, formulation, packaging, testing and logistics, to finished products, marketing and distribution. The show, which is organized by French cosmetics cluster Cosmetic Valley, will host its ninth edition in Paris this October. Cosmetic 360 Show Director Frankie Béchereau talks about what visitors can expect to see this year.

What will be the theme of Cosmetic 360 this year?

Each year we put the spotlight on a theme and this year it is Clean Tech: Transition to Eco Industry. This is a major issue that all cosmetics companies are focusing on. This delves into everything that supports the ecological transition and the digitalization of the supply chain. The theme will explore a number of different areas, such as reducing greenhouse emissions, innovation around decarbonization, traceable technology and the blockchain, solutions to reduce, manage or make use of waste, re-useable packaging, as well as bulk solutions, which is a big issue.

We will have several zones on the show floor that will highlight different approaches to this area. The conference program will shed light on this issue, and the Tech Corner, where we present new technology from a laboratory with the CNRS (the French National Center for Scientific Research) will illustrate this theme. We will also have a Clean Tech itinerary mapping out exhibitors whose innovations play in this field.

What else can exhibitors expect to see at the show?

The show will have the same zones representing the entire industry, from packaging and ingredients, testing and marketing and distribution. We have the Start Up Village

which is the DNA of the show, and Open Innovation in collaboration with industry leaders. This year we are also working on the theme of indie brands.

We also have a Cosmetopeia zone, which has been a really important feature at Cosmetic 360. It is a concept that was initiated by Cosmetic Valley in 2010 and explores ingredient sourcing. This year, we will have exhibitors from Guyana, Martinique and the Indian Pacific region, and our platinum partner Green Tech at the show.

The primary tropical rainforests represent enormous potential for the cosmetics industry for the development of new ingredients. To add momentum to this initiative, Cosmetic Valley represented the cosmetics industry at the One Forest Summit in Gabon earlier this year. We intend to give more attention to this area.

Additionally, we have the Cosmetic 360 Week, a program of company, laboratory and cultural visits, as well as networking workshops, retail tours of innovative points of sale and conferences, all aimed to inspire the industry.

Why should industry players attend the show?

Our role is to monitor the entire industry and offer the visitor an instantaneous view of the best innovations. We also showcase innovation from other sectors—players in digital technology, 3D printing, and logistics come to the



show with an innovation that can serve our industry. That is the strength of our positioning: The focus on innovation across the whole vertical of the cosmetics and fragrance industry. Cosmetic 360 has a unique positioning that complements other trade shows specializing in different fields of the industry.

Another important point is the profile of the attendees. When visitors come to the show, they can meet the decision-makers and so do real business. The strength of the show is therefore also the quality of visitors, and the feedback on this is unanimous.

Furthermore, in terms of exhibitors, we are not just among peers, which is important. The opportunity to meet players from other sectors can be a major source of inspiration. The format of the show enables attendees to better understand potential areas of development in the future across the whole industry.

How do you see the international profile of the show?

After four years of absence we are expecting the return of China. The country's borders have re-opened and we have had contact with professionals from China. We are also seeing a strong demand from visitors and exhibitors from Korea. We have seen the importance of innovation from Korea and the show corresponds well to this.

Among the exhibitors at the show, there are between 15 to 20 different nationalities, and for the first time we will have collective exhibitor delegations from Belgium and from Peru.

What are your ambitions for the show this year?

We continue to work on the quality of the show. We are not necessarily looking to increase the number of exhibitors, but to ensure that exhibitors come to the show with an innovation. It is not in the interest of visitors or exhibitors to come to the show to present the same innovation as in previous years. Last year, we had 220 exhibitors and we are at full capacity of the space. We expect the same number of exhibitors this year.

It is also not our mission to have exponential growth in visitor numbers. Again, we want to attract the decision-makers capable of generating business. Last year, we

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Cosmetic 360 Show Director Frankie Béchereau

had 4,000 unique visitors over the two days, but we were missing the Asian delegates; we did not have the Chinese nor the Japanese in attendance, and there was practically no one from Taiwan. We expect to near 4,500 to 5,000 unique visitors. ■

Cosmetic 360 in figures

- **Takes place:** October 18-19 at the Carrousel du Louvre, Paris, France
- **Number of expected exhibitors:** 220, with 30% from outside France; 30 start-ups
- **Number of expected visitors:** 4,000-5,000 unique visitors, including 47% decision-makers (CEOs, directors - R&D, Marketing, department heads); 70 countries represented;

Cosmetic 360: Key highlights

- **Show theme:** Clean Tech Transition to Eco Industry
- **Hackathon & Conferences**
- **Start-Up Zone:** an area showcasing start-ups
- **Cosmetic Factory Zone:** an area showcasing innovation in machines and equipment
- **Tech Corner:** Presentation of new technology in partnership with the French National Center for Scientific Research (CNRS)
- **Open Innovation:** Program of meetings with industry leaders
- **Cosmetic 360 Awards**
- **Cosmetics 360 Week:** From October 16-20, a program of industrial, retail and cultural visits, networking workshops and conferences in research, innovation and distribution. Gala event