













Internationalization of European SMEs



Cosmetics A SUCCESS Story

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EUROPEAN CLUSTER CONFERENCE 2022







Get stronger as a European cluster

From 6 national cosmetics clusters ...













... to 1 European cluster

Thanks to the support of the European Union







A 4 years collaboration to keep going!

2017-2019: Building of the cluster dynamic and definition of the common action plan

2020-2022: Implementation of the GCC.Eu Joint International Strategy











#1: Market Intelligence

Share knowledge between clusters and SMEs

- 12 information bulletins: business, trends, technologies, regulatory
 1183 SMEs receiving the bulletins
- 5 focused country market studies
 1296 SMEs access the market studies
- 13 country webinars on market data, IP, inter-cultural...



GCC.eu Markets Watch

LATEST NEWS AND MARKET INTELLIGENCE ON THE TARGET COUNTRIES FOR THE GCC.EU NETWORK INDIA - MEXICO - SOUTH KORFA - UAF - USA

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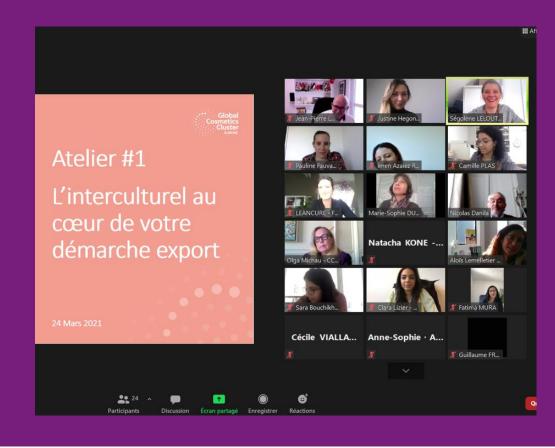




#2: Capacity Building actions

Facilitate access to international markets for SMEs and foster their engagement in GCC.eu international activities

- Trainings on Internationalization
 47 training sessions / 1070 SMEs attended the trainings
- Specific Advice
 24 SMEs benefited to the specific advices
- Coaching/Mentoring
 21 SMEs benefited to coaching and mentoring / 10 hours











#3: International Trade and Partnership

To organize joint business missions to international events in Europe and in targeted countries

- 4 EUtoWorld matchmaking events
- 3 Benchmarking and B2B missions outside Europe: USA, UAE, SK
 42 SMEs participating

Objectives of the missions:

- Understand better the markets
- Boost the business opportunities for SMEs
- Meet targeted clients or partners (BtoB)











#3: International Trade and Partnership

BtoB Business Place

Providing opportunities for SMEs to publish their offers / demands and to make virtual B2B between EU/COSME and non-EU companies aiming at international business cooperation

- 287 companies registered online
- To become an international platform





Business Development

Access to the largest professional ecosystem in the industry, discover and contact with business development opportunities.



Favourites and alerts

Customized system of alerts by categories and favorites. Fully configurable to facilitate the monitoring of publications.



Interesting news

Publication of technological and scientific news, trends or innovation opportunities to improve the competitiveness of your company.



Business Directory

Search engine for companies categorised according to their activity in the industry's value chain or the type of products they work with.



Offers and demands

Find all the offers and demands published by the users of the registered companies and position your company as a valuable partner.



International connection

Share your needs with companies from multiple international regions to expand your chances of solving your demands with the optimum partner.









#4: Funding opportunities

Help SMEs to find funding support

- EU and Public funding support
 - A booklet of funding opportunities developed with international, EU and national opportunities
- 2 Investment Forum in Europe
 - ✓ In the framework of Cosmetic 360 exhibition in October 2021 in Paris
 - ✓ Investors Forum of Beauty Innovation Days in February 2022 in Barcelona





















From an interclustering to a quadruple helix cooperation A long-term strategy



For the cosmetics industry to be recognized at a European level: Toward a 15th European industrial ecosystem?

A common European identity to go abroad and to build long-term partnerships

To keep the leadership at an international level





Collaborations between GCC.eu

- & EU cosmetics clusters
- & Clusters in target countries
- & Clusters of the value chain
- & EU initiatives and tools
- & Global Cosmetics Cluster





2021: Creation of a European interregional network **Go4Cosmetics** (Platform S3)

Today: **ACTT4Cosmetics** HORIZON-EIE-2022-CONNECT-01 submitted

Quadruple helix: clusters, public authorities, research & training organizations









Thank you





Come and discover our innovative cosmetics companies and clusters

Use EU2022 to register



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