

EUROPEAN CLUSTER CONFERENCE 2022

26-27 SEPTEMBER 2022, PRAGUE





Internationalization of European SMEs



A success story

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#EUClusterConference

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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

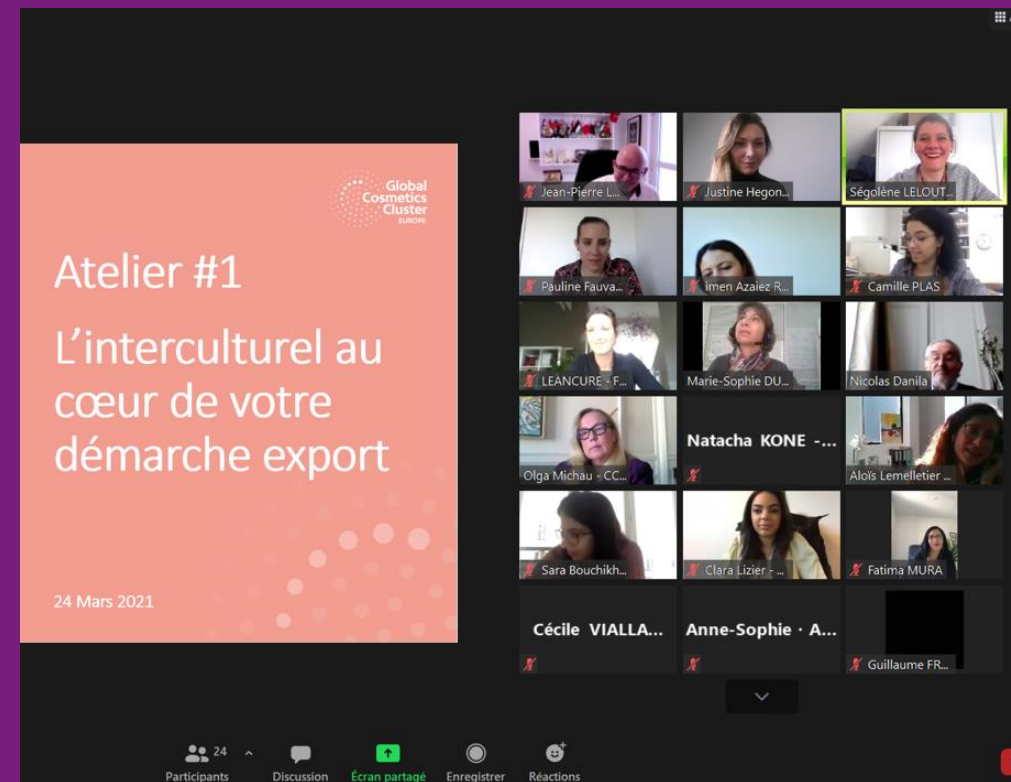
- 12 information bulletins : business, trends, technologies, regulatory
1183 SMEs receiving the bulletins
- 5 focused country market studies
1296 SMEs access the market studies
- 13 country webinars on market data, IP, inter-cultural...



#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)

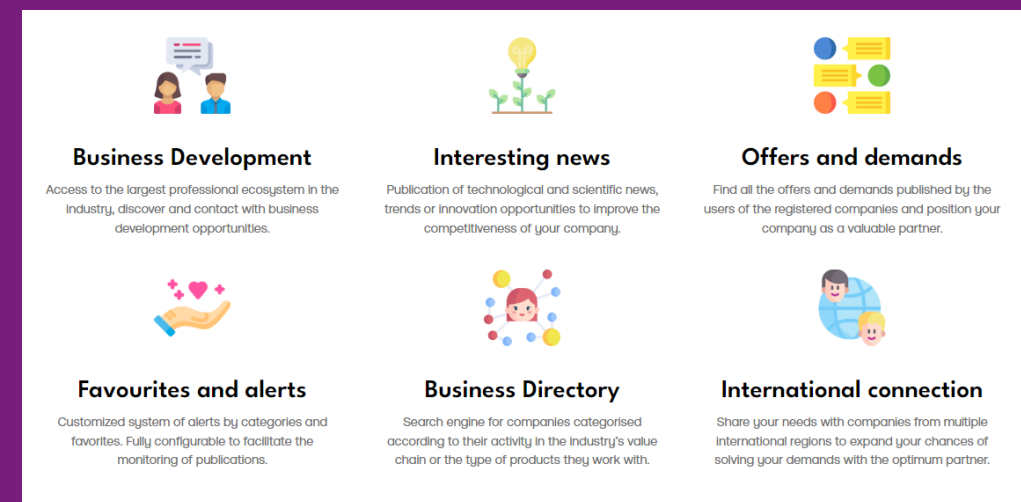


#3 : International Trade and Partnership

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



#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

A European communication 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

Cooperation with strategic partners



Collaborations between GCC.eu
& EU cosmetics clusters
& Clusters in target countries
& Clusters of the value chain
& EU initiatives and tools
& Global Cosmetics Cluster

Strong interregional strategy



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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