



PARIS
2024
16&17
OCTOBER

COSMETIC360
LET'S EXPLORE INNOVATION

CARROUSEL
DU LOUVRE

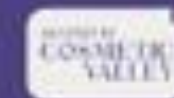
INTERNATIONAL B2B TRADE-SHOW
www.cosmetic-360.com

10th

**World-leading cosmetics
nations compete for
excellence**



Answers to your questions



as part of
COSMETIC360

WHY THIS COMPETITION?

The 2024 edition is twice as exceptional:

- It is the fair's 10th anniversary
- It is the year of the Paris Olympic Games

WHAT IS THE NATURE OF THIS COMPETITION?

This competition is a unique opportunity for each nation to promote its entire cosmetics ecosystem, providing its companies with the means to innovate.

Each country will showcase its excellence across 4 themes: ***training, public research, local initiatives and know-how.***



Each country will have its own 20 sq. metre fully-equipped national pavilion, divided into 4 theme-based areas of 5 sq. metres each set out on an open space.

EXAMPLES OF CONTENT TO PROMOTE NATIONAL EXCELLENCE ACROSS THE 4 THEMES

The aim is to promote EITHER an ingredient (e.g.: the argan seed for Morocco)
EITHER a finished product (e.g.: CHANEL N°5 for France),
EITHER a trade (e.g.: Murano glassmakers for Italy)
OR a technology (e.g.: connected mirrors for Korea)
ETC.

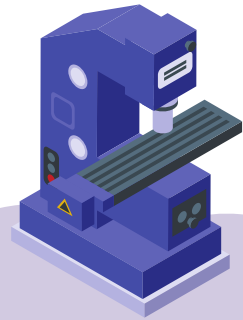
The aim is to promote any research applicable to the sector (e.g.: touch screen technology, continuous flow extraction solutions, imaging for product customisation, etc.)
ETC.



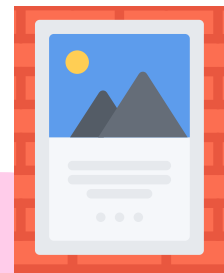
The aim is to promote a public or private school, a university whose curriculum contributes to training professionals in our industry (e.g.: Marketing School, Web Design School, Business School, Supply Chain School, etc.)
ETC.

The aim is to promote a regional or cluster attractiveness initiative (e.g. export service provided by a cluster, cosmetics museum in a town, incubator for cosmetics start-ups in a region)

HOW TO PROMOTE THE CONTENT COVERED BY EACH OF THE 4 THEMES?



A presentation / demonstration
(machine, educational project, etc.)



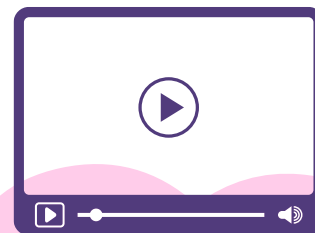
A display / poster
(included in the pavilion equipment for each theme)



A talk for visitors
(by students / a researcher, etc.)



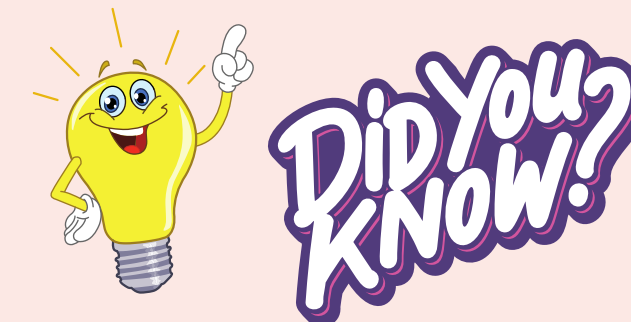
An exhibition
(about a product, an ingredient, a technology, etc.)



A video or an animated presentation



An activity for visitors
(demonstration of a trade, make-up artist, games, etc.)



Each theme can be addressed differently

HOW TO CHOOSE THE CONTENT/PARTNERS FOR EACH OF THE 4 THEMES?

By promoting **your sponsors** and **preferred partners**

By organising a **challenge/competition**

(the winner will represent national excellence on the pavilion)

By launching a **call for applications**

(an opportunity to better identify the key players in your ecosystem)



Taking part in the international excellence competition will also give you the opportunity to drive and bring together your network

HOW TO FUND THE NATIONAL PAVILION?

Find one or more sponsors

The partners involved in the pavilion **may or may not co-fund the national pavilion equally**

Find **quasi-public co-funding** (innovation budgets, regional attractiveness, communication, etc.)



Possibility of recovering funding exceeding the price of the pavilion to help with the costs of time spent, travel, etc.

WHAT DOES THE PAVILION INCLUDE?

20 sq. metres equipped with:

- An open space
- The partition walls
- The basic furniture for the pavilion (allocation to be defined)
- The lighting
- The signage:
 - Country signage visible from a height
 - Poster signage for each of the 4 themes



Customisation on request

WHAT ROI FOR THE SPONSOR?

- ❖ **Visibility for the sponsor at the fair**, which will be attended by over 5,000 international decision-makers: sponsor's name associated with the national pavilion (20 sq. metres)
 - Logo displayed next to the name of the pavilion
 - Sponsor's expertise showcased as a symbol of national excellence in the dedicated exhibition area
- ❖ In conjunction with the national pavilion supported, **visibility of the sponsor on all printed and digital communication media** before, during and after the fair: press kits, website, social networks, fair application, etc.
- ❖ **Visibility of the sponsor at the show's opening ceremony** on the evening of 15 October at a prestigious venue in Paris, in the presence of the ambassador of each country represented, French ministers, local elected representatives (MPs, presidents of Regions, conurbations, etc., both French and international), etc. The sponsor will appear on stage in the Parade of Nations, and its logo will be displayed.
- ❖ **Introduction of the sponsor to top international decision-makers** in industry, research and education, as well as journalists, politicians, etc.
- ❖ **VIP access to the fair for the sponsor**

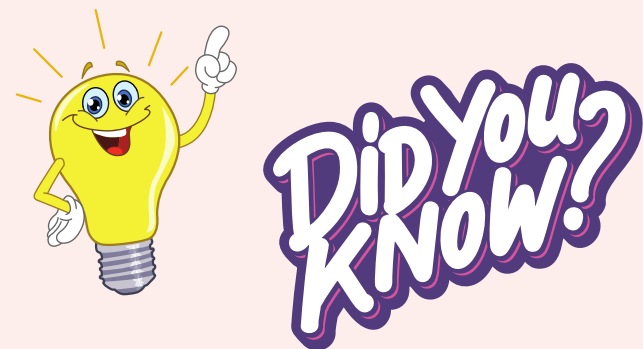


Special 2024 offer for the fair's 10th anniversary, providing visibility before, during and after the fair.

HOW WILL THE OLYMPIC SPIRIT BE REFLECTED?

- A tour of territories by the symbol of the Olympic flame
- An opening ceremony held at a prestigious venue in Paris on the eve of the fair, during which a parade of the world's leading cosmetics nations will be take place, showcasing each country and territory.
- Presentation of the Medals of Excellence on the second day of the fair in front of the press
 - A festive atmosphere of friendship and fraternity

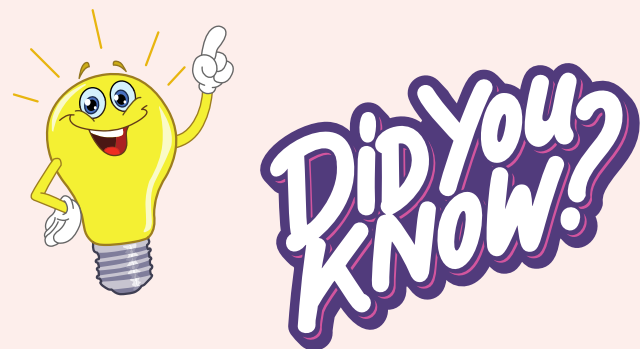
Who will attend the opening ceremony?



Representatives from every nation, the ambassadors of each country in France, local and international elected representatives, the international press, KOL, as well as all the exhibitors and delegations.

NEXTS STEPS

- End of January/beginning of February: official agreement to organize a national pavilion
- February-June 2024: search for partners and sponsors to finance the national pavilion
- June-July 2024: transmission of files for printing the 4 posters and specific orders if necessary



COSMETIC VALLEY will support you in your efforts to finding sponsors

***We hope that your country and its cosmetics ecosystem will be,
thanks to you, represented at the
international competition for excellence!***

For any further information:

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