

Business France

September 15th, 2022 - Toronto





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Business Development Consultant Cosmetics &
Lifestyle - North America

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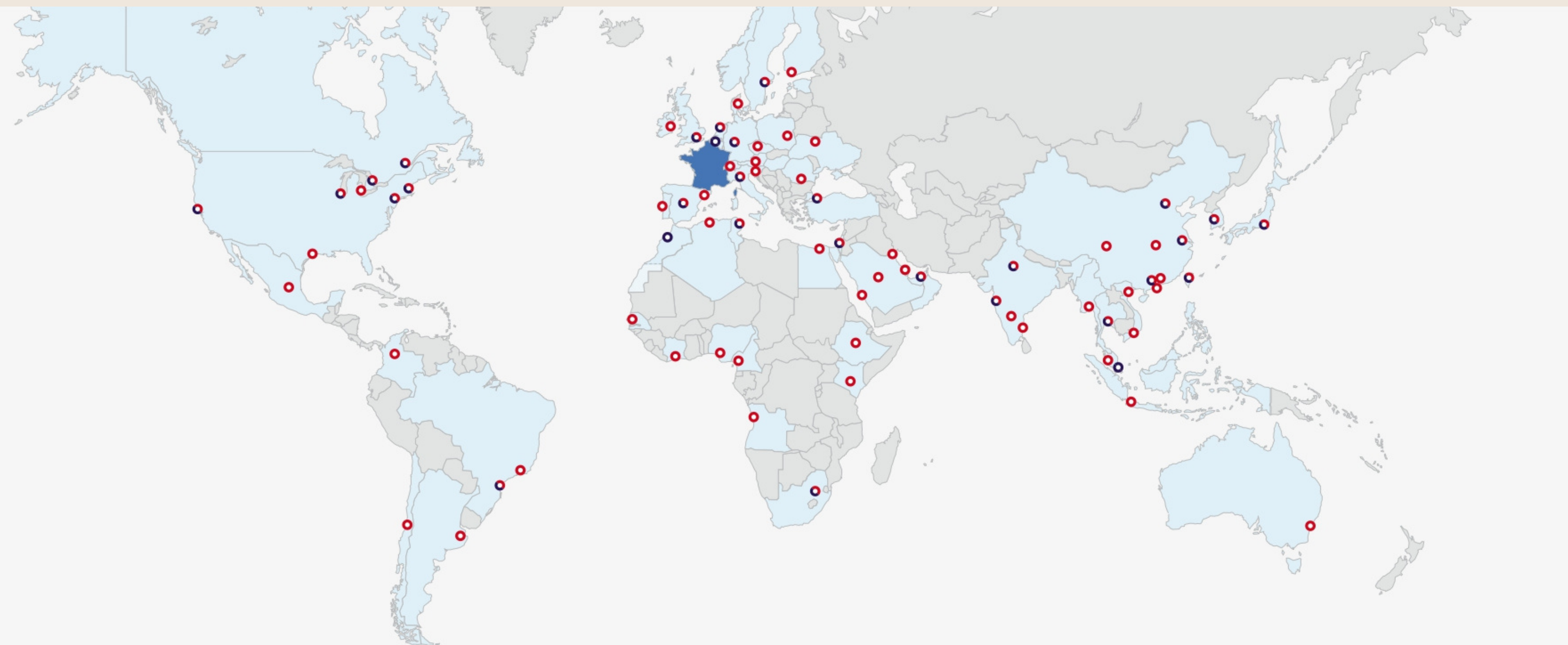
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As the national agency supporting the international development of the French economy, Business France fosters export growth for French businesses and facilitates incoming investments in France.

Business France in the world



EXPORT



Helping French beauty brands and innovators export to Canada and the US.

- cosmetics (fragrance, hair care, skin care, ...)
- ingredients/raw materials,
- tools/equipments,
- services,
- beauty tech,
- ...

Virtual Beauty ingredients Business Meetings

DECEMBER 2022 - MARCH 2023



Helping North American companies source the best ingredients from French brands with our virtual beauty ingredients business meetings !



**CHOOSE FRANCE -
COSMETICS**



INVEST



Business France and its partners in France's regions support you as your investment project is implemented until its completion:

Regions



Talents



TEAM
FRANCE
— INVEST —

SUCCESS STORIES

Business France has successfully accompagnied multiple investors from around the globe

France is the leading European host country for investment projects from Canada with 55 projects in 2021



Why France?



France is the **number one** choice for foreign investors in Europe for 2021



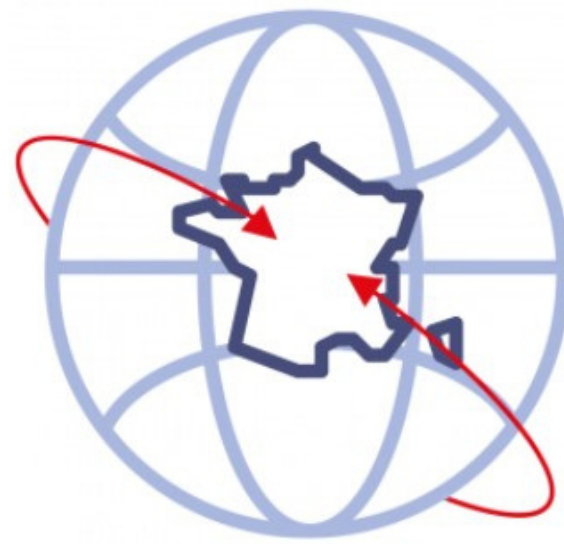
FRANCE:
#1
DESTINATION IN
EUROPE FOR FOREIGN
INVESTMENT

(EY, 2020)



#1 OECD country
in terms of public funding and tax
incentives for business R&D

(OECD, 2021)



Europe's most attractive
country
for foreign investment in 2021

(EY, 2022)



7th
LARGEST ECONOMY
IN THE WORLD

(OECD, 2020)



67.8 million consumers

(Insee, 2022)



The French market



23% MARKET SHARE
WORLDWIDE

50% OF PRODUCTION
DEDICATED TO EXPORT

170 NEW COSMETIC COMPANIES
ARE CREATED EACH YEAR

1ST WORLD EXPORTER

A DIVERSIFIED & DYNAMIC FRENCH ECOSYSTEM

- Market leading groups
- Clusters
- Small and medium-sized companies
- Ect.

The logo for L'Oréal Paris, featuring the brand name in a serif font with 'PARIS' in a smaller font below it, all contained within a white circle.

L'ORÉAL
PARIS

The logo for Cosmetic Valley France, featuring a stylized red rose above the text 'COSMETIC VALLEY' and 'FRANCE' in a smaller font, all contained within a white circle.

COSMETIC VALLEY
FRANCE

The logo for LVMH, featuring the letters 'LVMH' in a serif font, all contained within a white circle.

LVMH

The logo for Caudalie Paris, featuring the brand name in a serif font with 'PARIS' in a smaller font below it, all contained within a dark purple circle.

CAUDALIE
PARIS

The logo for L'Occitane En Provence, featuring the brand name in a serif font with 'EN PROVENCE' in a smaller font below it, all contained within a white circle.

L'OCCITANE
EN PROVENCE

The logo for Christophe Robin Paris, featuring the brand name in a serif font with 'PARIS' in a smaller font below it, all contained within a white circle.

CHRISTOPHE
ROBIN
PARIS



A FRENCH CONSUMER SPENDS AN AVERAGE OF **250 €** PER YEAR ON COSMETICS

- Skin care : **40%**
- Hair care : **21%**
- Makeup : **18%**
- Fragrances : **11%**
- Hygiene products : **10%**

To sum up, we can help you **grow your business** with the sourcing of French products or ingredients and **facilitating your set-up in France**



Thank you

