

For immediate release
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ICMAD and Beauty Cluster Barcelona join forces with international collaboration agreement

US cosmetics trade association ICMAD (Independent Cosmetic Manufacturers and Distributors) and Beauty Cluster Barcelona in Spain have signed a collaboration agreement. The partnership seeks to promote business relationships, opportunities and knowledge sharing between the two entities, while raising the profile of its members internationally.

Both ICMAD and BCB have created Partnership Committees to develop initiatives in line with the agreement's objectives. Future projects include networking events, joint research projects, data sharing, market surveys and corporate social responsibility actions.



The agreement was signed by Chris Hobson, Vice Chairman of ICMAD, and Tim Eaves, President of Beauty Cluster Barcelona, at a co-hosted International Networking Cocktail at the Royal Hotel Carlton at Bologna, Italy. Besides members of the two entities, French association Cosmetic Valley, the Italian Trade Agency and over 150 industry professionals were present at the signing.

Hobson said: "ICMAD has been very active in the US since 1974, and now our focus is on collaborations, to extend our reach beyond borders. Europe, and Spain in particular, has a thriving beauty industry. This agreement will help our members reach out into new territories to grow their business."

Eaves said: "Europe and North America account for two thirds of the global beauty market. This partnership makes sense on every level. I am excited about the many opportunities it will open up for the Beauty Cluster and ICMAD, as we work together to promote a sustainable, competitive and responsible cosmetic industry."

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Enrico Zannini, Director of Cosmoprof Worldwide, said: “We are pleased that ICMAD and BCB have chosen Cosmoprof as the occasion to sign their collaboration. At Cosmoprof, we recognise that the beauty industry is global and support our partners working together around the world.”

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Pictured: Chris Hobson, Vice Chairman of ICMAD (left), and Tim Eaves, President of Beauty Cluster Barcelona. More photos on request.

About ICMAD

ICMAD is a non-profit trade association registered in Washington DC, USA supporting creative, innovative companies, from start-ups to established multinational businesses of all sizes. ICMAD's goal is to help members succeed in the rapidly changing, highly competitive global cosmetics and personal care industry. Since 1974, ICMAD has provided essential guidance and support through business tools, publications, education, networking opportunities, and key advocacy support. For more information, visit www.icmad.org.

About Beauty Cluster Barcelona

BCB is a non-profit cluster association based in Barcelona, Spain, supporting companies from the whole beauty sector value chain. BCB works to increase members' competitiveness with specific support programmes for innovation and internationalisation. BCB also develops training programmes through its Beauty Business School and its international networking events and partnerships. For more information, visit beautyclusterbarcelona.com.

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