

L'ORÉAL
CHINA

BIG BANG

Beauty Tech Innovation Challenge
2024

2024 BIG BANG Beauty Tech Innovation Challenge

WHAT IS BIG BANG

Founded by L'Oréal China, the world's and China's largest beauty company, **BIG BANG Beauty Tech Innovation Challenge (BIG BANG)** is China's first Beauty Tech Innovation Challenge facing the beauty tech ecosystem, as well as L'Oréal's key practice to accelerate its strategic beauty tech transformation and promote open innovation.

BIG BANG aims to collaborate with start-ups to create more consumer solutions products using cutting-edge technologies to create more personalized products, services and experiences for the consumer, as well as enhance China's beauty industry's position as powerful engine to drive consumption for goods and creating a beauty that moves the entire world.

BIG BANG was first held in 2020, and has taken place every year since then. In 2021, to further enhance its influence, L'Oréal China has teamed up with a key government partner: the Oriental Beauty Valley, an important hub for health and beauty industries in Fengxian District of Shanghai. It was listed as one of the key strategic projects in cosmetic industry development plan.

L'Oréal China also joined hands with Business France to establish a French Channel to reinforce the connection between French innovative start-ups and the Chinese market. The aim is to help China become the world's center of innovation as well as to help French start-ups implement their innovative ideas more quickly, with China serving as a testing ground for innovations. By providing support for start-ups through incubating forward-looking beauty-tech innovations and accelerating market process, BIG BANG will help French Start-ups and SMEs willing to develop business in China discover the market and explore opportunities to grow their footprints in China.

During French President Macron's visit to China in April 2023, the "French Tech Startups and SMEs Incubation Platform" based on Big Bang was signed as a Sino-French strategic partnership project.



In April 2023, During French President Macron's visit to China this year, at the 5th meeting of the China-France Entrepreneurship Committee (CFEC) attended by the leaders of the two countries, the "French Tech Startups and SMEs Incubation Platform" based on Big Bang and co-created with Business France and Oriental Beauty Valley was signed as a Sino-French strategic partnership project at the witness of Wang Wentao, China's Minister of Commerce and Bruno Le Maire, France's Finance Minister

June 2023 marks a significant milestone in the story of the Big Bang Challenge: for the first time, the challenge expanded to include both Korea and Japan, two countries within the L'Oréal North Asia Zone, thus activating the unique innovation ecosystem of the "C-J-K Beauty Triangle".

THE BIG BANG JOURNEY

2020

CREATED IN CHINA



CHINA'S FIRST BEAUTY TECH CHALLENGE TO SUPPORT STARTUPS AND PROMOTE OPEN INNOVATION

2021

CONNECTED FRENCH STARTUPS WITH CHINA



LAUNCHED THE " FRENCH CHANNEL" IN PARTNERSHIP WITH BUSINESS FRANCE TO STRENGTHEN THE LINK BETWEEN FRENCH STARTUPS AND THE CHINESE MARKET

2022

CREATED THE FIRST BEAUTY TECH METAVERSE ROADSHOW



2022 BIG BANG CREATED THE FIRST BEAUTY-TECH METAVERSE ROADSHOW

2023

GOES TO NORTH ASIA



BIG BANG NORTH ASIA OFFICIAL SIGNATURE AT 2023 VIVA TECH FRANCE

ACCELERATION OF SINO-FRENCH INNOVATION



"FRENCH TECH STARTUPS AND SMES INCUBATION PLATFORM" WAS SIGNED AS A SINO-FRENCH STRATEGIC PARTNERSHIP PROJECT DURING FRENCH PRESIDENT MACRON'S VISIT TO CHINA

GAINED EXTENSIVE ATTENTION



FRENCH AMBASSADOR TO CHINA H.E. BERTRAND LORTHOLARY AND L'ORÉAL TOP MANAGEMENT EXCHANGE WITH FRENCH COMPANIES

THE 1ST REGIONAL BEAUTY TECH INNOVATION EXHIBITION



L'ORÉAL NORTH ASIA BIG BANG BEAUTY TECH INNOVATION INCUBATION EXHIBITION UNVEILED AT CIIE (6 FRENCH COMPANIES, 6 JAPANESE COMPANIES, 4 KOREAN COMPANIES)



The enthusiasm of French innovative startups to take part in the BIG BANG Challenge clearly demonstrates their positive inclination to share their beauty tech experience with Chinese players in the sector. The complementary nature of the French and Chinese innovation ecosystems offers significant opportunities for collaboration. The BIG BANG Challenge is an excellent example of a private-public partnership to support international innovation partnering and the creation of joint ecosystems in science and technology.

— Mr. Joan Valadou,
Consul-general of France in Shanghai



As a hub of beauty brands and beauty innovation, since signing a strategic cooperation agreement with L'Oréal in 2020, Oriental Beauty Valley have taken our innovation and development efforts to the next level. We will continue to work with all partners on our shared journey as we jointly create a virtuous circle in the beauty industry and explore the unlimited potential of beauty tech.

— Mr. ZHOU Ruyi,
Secretary of the Party Committee and Chairman of Oriental Beauty Valley



L'Oréal is committed to transformation by means of beauty tech, and regards China as one of the world's beauty tech hubs. Big Bang is truly a strategic program to co-innovate, co-inspire and co-create. Big Bang has been providing very unique opportunities for start-ups to work on specific business cases and show their capability and relevancy to business.

—Mr. Fabrice Megarbane,
Chief Global Growth Officer of L'Oréal Group
(Former President of L'Oréal North Asia Zone and CEO of L'Oréal China)

WINNERS OF BIG BANG FRENCH CHANNEL



PHARM'AGING

"I want to show my genuine gratitude to the organizers of BIG BANG for acknowledging Pharm' Aging with the Sino-French Startup Innovation Nova Award. With this good starting point, I really look forward to starting our business in China."

— Dr. Nicolas EL ROBRINI,
CEO of Pharm' Aging
2021 Winner



COROEBOS

"I am thankful to the organizers of BIG BANG for considering COROEBOS for this award. It would not be realized without the efforts made by the whole team, as well as the help and support from L'Oréal and Business France. I convey my heartiest appreciation to all!"

— Ms. Marie Christine DOS SANTOS,
Founder of COROEBOS
2022 Winner



cti BIOTECH
cti SKIN

"We would like to sincerely thank L'Oréal for giving us the opportunity to participate in Big Bang Beauty Tech Innovation Challenge. We are going to have L'Oréal in the future of making human skin and accurate human cosmetics to make the whole world more beautiful!"

— Nico FORRAZ, CEO and Founder of Ctibiotech
2023 Winner

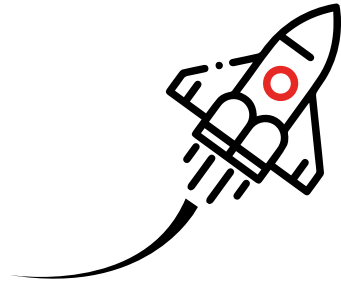
BIG BANG'S ACHIEVEMENTS

In four-year journey, BIG BANG has received **1900+** impressive entries, among which **40+** worthy winners stood out and **60** pilots have been launched.

The 2023 edition of BIG BANG attracted **500+** enterprises with projects covering AI, metaverse, green science and other hot areas, in which 12 outstanding companies (Including 1 French Company) emerged as the winners.

Concerning the French Channel, Business France succeeded in recruiting 29 companies (versus 8 in 2022) interested in the Chinese market. 6 companies (Including Ctibiotech/Klytia Paris/Sethic/Papkot/Gattefossé/ Sym Biologic System) were selected to be finalists and invited to the L'Oréal North Asia Big Bang Beauty Tech Innovation Exhibition and 2023 Big Bang Awarding Ceremony at the 6th CIIE.

Ctibiotech, a company using 3D Printing and additive manufacturing to produce human skin and human scalp to support the development of innovative dermatocosmetics personal care products, medical device and burns therapeutics selected as the 2023 Big Bang French Channel Winner.



6 Finalists French Companies of 2023 Big Bang French Channel



French Ambassador to China, H.E. Bertrand Lortholary and Consul-general of France in Shanghai, Mr. Joan Valadou Visited Ctibiotech with L'Oréal and Business France Leaderships at 2023 CIIE L'Oréal Booth

FRENCH CHANNEL PARTICIPANTS AT 2023 CIIE

Big Bang provides valuable and highly strategic platforms (such as CIIE) to connect innovative French companies with regional and global audiences and help them scale up innovations regionally and globally.

6 finalist companies were invited by L'Oréal China to attend the 2023 CIIE Innovation Incubation Area- L'Oréal North Asia Big Bang Beauty Tech Innovation Exhibition and supported by Business France in their preparations for the exhibition.

About CIIE – The 1st & Biggest Import-Themed International Exhibition Worldwide

In May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation that China will host China International Import Expo (CIIE) starting from 2018. It is a significant move for the Chinese government to hold CIIE to give firm support to trade liberalization and economic globalization and actively opens up the Chinese market to the world.

About CIIE Innovation Incubation Area

The CIIE Innovation Incubation Area is a testing ground for breakthrough technologies and global innovators, as well as a stage for the world's keenest innovators. Since the establishment of Innovation Incubation, 224 projects hitched on the fast ride of CIIE, attracting high attention Hosts from local governments, industrial parks, investment and financing sectors, financial institutions, Fortune Global 500 and leading enterprises.

About L'Oréal North Asia Big Bang Beauty Tech Innovation Exhibition

L'Oréal is the Chairman of CIIE Enterprise Alliance and has participated in the CIIE for the sixth consecutive year. In 2023, for the first time, L'Oréal participated the CIIE Innovation Incubation Zone as the only beauty company in this area. This is the first regional beauty tech innovation showcase at CIIE where L'Oréal bring 16 overseas Big Bang finalists from France, Japan and Korea to exhibit cutting-edge technologies and innovations related to beauty.



Deputy Director of China International Import Expo Bureau, Mr. Sun Chenghai, visited L'Oréal North Asia Big Bang Beauty Tech Innovation Exhibition with L'Oréal Top Management



French Ambassador to China H.E. Bertrand Lortholary visited French companies at L'Oréal North Asia Big Bang Beauty Tech Innovation Exhibition



Vice Minister of Commerce of China, Mr. Sheng Qiu Ping visited French Company at L'Oréal North Asia Big Bang Beauty Tech Innovation Exhibition

WHAT I CAN GET FROM BIG BANG

For French Start-ups and SMEs Who Attend BIG BANG



Have the opportunities to collaborate with the world's beauty leader, to jointly explore the unlimited opportunities in beauty tech



Acquire an invaluable range of resources and knowledge to grow your footprint in China, the world's second largest consumer market



Gain awareness from Chinese and Overseas media, investors and start-up community, to create a good environment if you want explore business opportunities in China



Gain exposure at important occasions in China

- For example, exhibit and present at L'Oréal booth and roadshow at 2024 China International Import Export (CIIE) - the world's first import-themed national-level expo and one of the most important events in China, and gain plenty of publicity.
- For 2023 BIG BANG, Business France promoted it on various platforms, including official website, LinkedIn, Weibo, WeChat, etc. More than 30,000 viewership were generated

COMMUNICATION RESULTS: TOTAL NORTH ASIA

- Press announcement with aligned messaging and synchronized media outreach in China, Japan & Korea
- Led by Zone and amplified in 3 markets for best synergy, covering both regional and local media

2,333
Clippings

1,342
Social Posts

126M+
Reach

320K+
Engagements

2023 BIG BANG has gained wide awareness and recognition

For Winning French Start-ups and SMEs:

For Finalists:

- **The chance to CIIE Exhibition:** one dedicated booth for showcasing company's project at the biggest import-themed international Exhibition worldwide.
- **Mentorship:** Enrollment opportunities for the L'Oréal's experts mentorship program. Complementary service from Business France to boost the development of the company (coaching sessions, communication service, advisory service)
- **One-stop business registration service:** an opportunity to access the Chinese market by Fengxian Oriental Beauty Valley
- **Investment support:** Possible opportunity to get supports with investment in China at an early stage from Meicifang - L'Oréal 1st investment company in China

For Winner:

- **Award:** Besides of the above-mentioned benefits, the winner will receive Sino-French Startup Innovation Nova Award. (Also get into the channel for **2024 French Beauty Booster**. French Beauty Booster is an initiative by Business France dedicated for young French brands specializing in cosmetic and fragrance to discover and enter the Chinese market)



Meicifang is a professional corporate venture capital founded by L'Oréal, the world's largest cosmetics group in May 2022 as its first investment company in China. It is also L'Oréal's first investment company in a single market founded apart from the headquarter region. The core of Meicifang is to invest in the future of beauty and to cooperate with more partners and talents in Chinese beauty related industries, nurture forward-looking innovations, beauty tech solutions and promote their commercialization, contribute to open innovation ecosystem, and simultaneously lead the high-quality development of the beauty industry in China.

In September 2023, SHINEHIGH INNOVATION, one of 2022 BIG BANG winners, won L'Oréal's minority investment, becoming the L'Oréal's first open innovation investment in China through Shanghai Meicifang Investment Co., Ltd, with the support from Business Opportunities for L'Oréal Development (BOLD), L'Oréal Groupe's strategic innovation venture capital fund company.



2023 L'Oréal Big Bang Beauty Tech Innovation Awarding Ceremony @ 6th CIIE



2023 Big Bang Entrepreneur Community @ 6th CIIE



Big Bangers Sharing & Exchanging with Big Bang Track Leaders

FRENCH START-UPS AND SMES BIG BANG IS LOOKING FOR:

Based on the goal of using technology to strengthen three key areas of beauty - Online + Offline + On-chain consumer experience, supply operations and product development, the BIG BANG Challenge includes 5 different tracks, namely, Phygital Consumer, Operation 4.0, Future Science, Green & Sustainable and AI track.

Five tracks of 2024 (Details to be final confirmed by Big Bang Project Team)



Phygital

Under this track, the innovations on following key areas are expected to strengthen the Online + Offline + On-chain consumer experience:

Technologies and solutions related but not limited to:

- **Virtual spaces to create new, immersive, and virtual experiences**
- **In-game customized experiences**
(e.g., Content generation, creator economy)
- **In-virtual world advertising**
(e.g., On-chain marketing & loyalty tools, new engagements)
- **Virtual ambassadors & influencers**
(e.g., Creation, operation)
- **Personalized digital beauty experience**
(e.g., Derma-focused, 5 sense elevation, etc.)
- **Generative AI;**
- **Sustainability in digital**

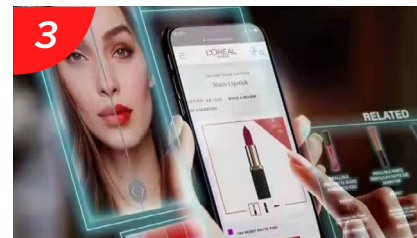


Operation 4.0

Technology or innovations can improve the end-to-end value chain or better serve customers and consumers.

Technologies and solutions related but not limited to:

- **Lab digitalization to capture the data, capitalize the knowhow, automate the activity and accelerate the quality management process.**
- **Digital twin to real-time monitoring the automatic fulfilment activities, simulate the process virtually to optimize the efficiency and improve the resource allocation**
- **Sustainability initiatives in to reduce environmental impact and boost efficiency**
- **AI technology with specific usage in shopfloor or decision support**
Common Focus: ChatGPT in Operations
(e.g. knowledge base, training)



Future Science

Technologies and solutions related but not limited to:

- **Green science and sustainable innovation**
- **Advanced diagnostic tools and technologies that can be used in the cosmetic field**
(e.g., real-time evaluation, digital twins, etc.)
- **Advanced technologies in the biological field**
(e.g., skin microbiome)
- **Frontier technologies that can be used to improve / enhance hair, scalp, and skin**
(e.g., treatment of hair loss, aesthetic medicine, etc.)



Green and Sustainability

- Full lifecycle green technologies from product development to application
- Supply chain related sustainability initiatives to reduce environmental impact and improve efficiency
- Digital Sustainability



AI

- AI technologies that enable R&D innovation
- Applications of generative AI in supply chain operations, e.g. knowledge database, training
- Generative AI (*image generation, video production*) and algorithms for marketing strategies

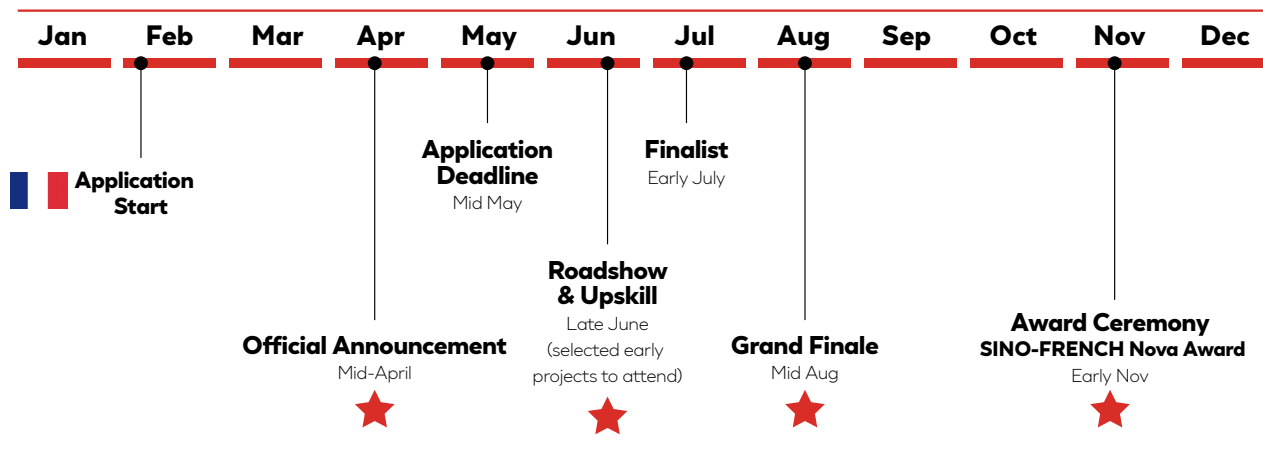
French start-ups and SMEs are welcomed to apply for any of the 5 tracks. We're looking for French candidates that :

1. Hope to co-create a new era of beauty technology with L'Oréal
2. Want to bring more high-tech Good Consumption solutions to consumers
3. Look forward to applying innovative achievements in the business world

Come & Join Us!

HOW TO ATTEND 2024 BIG BANG

2024 BIG BANG French Channel Timeline



French start-ups and SMEs' registration for the 2024 BIG BANG opens in February:

- ★ Online Application (February- Middle of May)
- ★ Official Announcement (Middle of April)
- ★ Roadshow & Upskill (selected early projects to attend, Late June)
- ★ Grand Finale (Middle of August)
- ★ Award Ceremony – Sino-French Startup Innovation Nova Award (November)

Registration Channel and Process

The L'Oréal Big Bang Beauty Tech Innovation Challenge 2024 is open to French cosmetics start-ups & SMEs interested in the Chinese market and wishing to promote their innovation capabilities to an audience of industry professionals and experts.

Business France, the French public agency working for the international development of the French economy and L'Oréal's partner for this event, will support you throughout the program by:

- Submitting your application to the Big Bang Beauty Tech Innovation Challenge selection team;
- Registering your company on the Chinese platform;
- Training your company on the Chinese cosmetics market as well as on the business and innovation environment in China.

To participate in the competition, please send us your application with the attached registration form (APPENDIX 1) duly completed to the following e-mail address: candidaturebigbangloreal@businessfrance.fr

Only applications sent to this address will be considered.

2024 L'Oréal Big Bang Beauty Tech Innovation Challenge Registration Form

1. Your Contact Information

Your Name*:

Your Position*:

Your Phone Number*:

Your Company Email Address*:

How did you hear about this competition ?

2. Company Information

Your Company's Name*

Company Official Registered Name*

Describe shortly your company and
your products*

Founder(s) and core team profiles and roles*

Development Stage*

Company's website:

3. The Topic Applied For

Select a maximum of two topics*:

- Phygital
- Operation 4.0
- Future Science
- Green and Sustainability
- AI

- Describe in a few words how your company's products or services match this topic*
- Describe in a few words your company's competitive advantage*
- Upload Pitch Deck (please do NOT include any sensitive/confidential information at this stage) *

About Organizers:

L'ORÉAL CHINA

L'Oréal, the world's largest beauty company, entered Chinese mainland in 1997. L'Oréal China is headquartered in Shanghai and has five offices across the country. L'Oréal China currently has 31 brands and one R&I center in China, as well as two factories in Suzhou and Yichang, owning more than 14,000 employees. After 25 years of high-quality, steady and sustainable growth, China has become the second-largest market in the world, the headquarter of the North Asia "Beauty Triangle", and one of three Beauty Tech Hubs worldwide. 2022 marks the 25th anniversary of L'Oréal's entry into the Chinese mainland market. On the occasion of L'Oréal China's 25th anniversary, L'Oréal founded its first investment company in China, "Shanghai Meicifang Investment Co., Ltd" and started construction for Group's first global self-built Intelligent Fulfillment Center in Suzhou. At the beginning of its new beauty journey for next 25 years, L'Oréal China plans to build LUXE Intelligent Fulfillment Center in Nantong. As one of the best corporate citizens in China, L'Oréal China has always implemented and kept the "L'Oréal for the Future - Sustainable Development Commitment 2030" in mind. China is L'Oréal's first market to achieve carbon neutrality for its operated sites, and L'Oréal China actively contributes to the good development of Chinese society through CSR programs.



Business France is the national agency for the internationalization of the French economy. It is responsible for the international development of companies and their exports, as well as prospecting for and welcoming international investments in France. It promotes the attractiveness and business image of France, its companies and its territories.



The Oriental Beauty Valley is built as the "Silicon Valley" of health and beauty industry in Fengxian District, Shanghai. It is aimed to form a "health and beauty industry alliance" with the core of the beautiful and healthy industry as well as the win-win situation and coexistence among multi-industries by integrating headquarters economy, cultural creativity, tourism & leisure, e-commerce, sports, financial service, fashion industry, luxury goods and other cross-border industries through the concept and method of "Cross and Beyond Boundaries".

Meet the Laureate of the 2023 French Channel - CTIBIOTECH



Founded in 2009 by Professor Colin McGuckin and Dr Nico Forraz, pioneers in the fields of regenerative medicine and cancer and creators of the world's first artificial liver-like tissue using a unique form of embryonic-like adult stem cells.

CTIBIOTECH is the winner of 2023 L'Oréal Big Bang Beauty Tech Innovation Challenge French Channel. As the world leader in real human skin testing, CTIBIOTECH uses 3D Printing and additive manufacturing to produce human skin and human scalp to support the development of innovative dermatocosmetics and personal care products.

CTIBIOTECH is the first company in the world to produce human immunized skin by 3D Bioprinting technologies include world's largest range of functional 3D Bio printed, to revolutionize innovation in dermatocosmetics and personal care for consumers benefits worldwide.



Mr. Joan Valadou, Consul-general of France in Shanghai (left) and Mr. Fabrice MEGARBANE, President of L'Oréal North Asia Zone & CEO of L'Oréal China (right) presented award to the French Channel Winner Ctibiotech (middle)



CTIBIOTECH Wins 2023 Big Bang Sino-French Innovation Nova Award

24 | **Actu** Plaine de l'Est Lundi 20 novembre 2023

Mezzieu

Il reproduit de la peau humaine en 3D : le labo CTIBiotech primé à Shanghai

Le laboratoire de recherche CTIBiotech innove depuis plus de dix ans dans la bio impression en 3D de peau humaine. Grâce à cette technologie, l'entreprise majolane a récemment reçu à Shanghai le prix 2023 de l'innovation dans le domaine de la cosmétique et des soins de la peau. Elle s'ouvre, ainsi, au marché chinois.

Lors de l'exposition internationale d'importation en Chine, le 6 novembre, CTIBiotech, seule société française représentée, a été choisie parmi les 17 entreprises innovantes candidates. Onze sociétés chinoises, trois japonaises et deux coréennes.

« Un leader mondial des tests sur la peau humaine »

L'entreprise de Meyzieu a reçu le prix 2023 d'innovation "Big Bang Beauty Tech" pour l'Asie du Nord décerné par le groupe L'Oréal. Une immense satisfaction pour le directeur général Nico Forraz.

« Ce prix récompense notre savoir-faire et fait de nous un leader mondial des tests sur la peau humaine grâce à sa plate

forme unique de production de peau par bio impression 3D et de cuir chevelu humain. »

Depuis quatre ans le concours de l'innovation est organisé à la fois par L'Oréal et Business France structure étatique qui aide les entreprises à exporter. CTIBiotech a été sélectionnée parmi 30 entreprises hexagonales pour y représenter l'Hexagone.

Une ouverture sur un immense marché

« C'est une très belle vitrine sur un énorme marché, celui de la Chine, du Japon et de la Corée du Sud. Nous avons ainsi l'opportunité de communiquer sur notre technologie. En multipliant les échantillons de peau vivante, tous identiques, les fabricants de produits cosmétiques peuvent démultiplier les essais et tester les réactions de la peau à des intrants différents, vérifier par exemple l'effet du soleil sur celle-ci. Les grandes marques sont ainsi en capacité de produire des cosmétiques plus sécurisés, plus ciblés et plus innovants », explique Nico Forraz.

Repère ► La société en bref

CTIBiotech est un laboratoire spécialisé dans la recherche en dermato-cosmétique et cancérologie, notamment par la bio impression 3D de modèles cellulaires, tissulaires et microtumeurs et la réalisation de test en interne. L'entreprise a développé une bio banque accréditée au ministère de l'Enseignement supérieur de la recherche et de l'innovation qui permet de stocker dans des cuves à -175 °C une grande quantité d'échantillons biologiques et de modèles cellulaires pertinents pour la recherche sur le cancer.

Cette ouverture au marché de l'Asie du sud-est va permettre à CTIBiotech de faire connaître une autre facette des recherches qu'elle développe : la bio impression de cellules cancéreuses qui sont démultipliées afin de tester, sur des microtumeurs spécifiques à un patient, de nouveaux médicaments ou des protocoles de soins.

► De notre correspondant Christian Gizon

Lors de la remise du prix de l'innovation à Shanghai. De gauche à droite : Joan Valadou, consul général, le docteur et directeur général de CTIBiotech Nico Forraz, le professeur et président de la société Colin McGuckin, et Fabrice Megarbane, président de L'Oréal Asie du nord. Photo fournie par CTIBiotech

<Plaine de l'Est> reported the news about Ctibiotech

Feedbacks from 2023 French Channel:



We would like to sincerely thank L'Oréal and Business France for your wonderful organization at the CIIE 2023 events in Shanghai. The events were very well organised and the presentation spaces and booths really looked amazing! You should be very proud of your success!



Just wanted to say, while at the CIIE we had the opportunity to directly discuss collaboration opportunities with experts from L'Oréal, with whom we are already engaging in the next steps. We would also like to personally thank you for your impeccable organization and efforts dedicated to this initiative!



We are honored to participate in the 6th CIIE. In addition to showcasing our latest and most advanced products, we also saw many "digital black technologies" from various countries and learned about L'Oréal's thinking about the future of the industry. Thanks a lot to Business France and L'Oréal China for this great opportunity.



When cosmetics brand customers saw the SETHIC's booth in L'Oréal Big Bang, they were very shocked. Obviously, this kind of display is very important for increasing the brand influence of SETHIC: The French ambassador, the leaders of Business France and L'Oréal successively visited and expressed appreciation to the SETHIC's booth, showing their concern and good wishes for the Chinese and French beauty companies. Thanks a lot for all the organization.



We'd like to thank the organizers for offering us the opportunity to take part in L'Oréal's Big Bang competition. We would like to thank the L'Oréal and Business France for this exceptional opportunity, so important for our company at this time when KLYTIA is trying to enter the Chinese market. We were really pleased with the CIIE exhibition and its organization. We were able to see our partners in China again, and also meet potential partners, communicate with the press, and analyze trends in the Chinese market after COVID.



We'd like to thank L'Oréal and Business France once again for this wonderful opportunity. It was an enriching experience, and we're delighted to have been able to share this exceptional event together. We particularly appreciated the dynamism and involvement of your teams, your kindness and attention to detail in welcoming us and taking care of our presence at one of the most important Expo CIIE in the world.