

## **NEWSFLASH**

### **CASIC ACTIVITIES 2017**

This annual report aims to summarize the activities that the Council of the Latin American Cosmetic, Personal Care and Home Care Industries – CASIC – carried out during 2017, in it you might find all sorts of challenges, opportunities and achievements in the Latin American Region.

In terms of international relations with our industry colleagues around the world, CASIC participated in The American Cleaning Institute Annual Convention, January 2017, in the Personal Care Products Council (PCPC) Annual Meeting, February 2017, in the Cosmetics Europe Annual Meeting, June 2017, and in A.I.S.E's General Assembly, also held in June 2017. In addition to this, CASIC was invited to participate in the annual meeting of IFRA's Latin American Technical Committee, and also participated as industry representatives during the ICCR annual meeting.

Furthermore, the Council's President visited our sister Associations in Spain and Portugal, STANPA and AIC, in June 2017, aiming to strengthen cooperation with them as designated Associations for the relations between Europe and Latin America within the cosmetic industry.

Also regarding the cosmetic industry, CASIC was elected, in June 2017, as the International Associations Collaboration (IAC) Coordinator for the following two years (2017 – 2019). In CASIC, We are honored for this designation, and enthusiastic to carry out this role continuing the work done by the previous coordinators.

Moreover, also as part of its international relations strategy, CASIC undertook several activities with international organizations such as UNIDO and ALADI. Specifically, CASIC was invited by ALADI (The Latin American Association for Integration), to explain its current work and achievements regarding elimination of Technical Barriers to Trade for our industry. The relation with ALADI has become of the highest priority given the opportunities to work towards a regional agreement on elimination of TBT for our industry in the framework of that Integration Association.

Regarding the Council's internal decisions and development, during 2017, as part of the institutional strengthening process, CASIC named a Regulatory Affairs Coordinator, reaching four people as permanent Staff. CASIC represents nowadays 14 direct Member Companies, 15 direct Member Associations (that represent over 1.000 companies) throughout the Region, and works on the basis of six main working Committees – that involve over 120 people working together towards same goals: Trade Facilitation, Regulatory Affairs, Home Care, Personal Care, Sustainability, Industrial Property and Advertisement.

### **Industry Training:**

During 2017, CASIC also continued to provide specialized training services for its members and local Authorities: In October 2017, CASIC organized the first edition of "CASIC Virtual Week", hosting a series of videoconferences addressed to our Members along the Region, regarding trends and topics of interest for our industry. Some of the most relevant topics of that week, which were presented by a group of international experts on each subject, were:

Innovation, Natural Ingredients, Circular Economy, EPR and waste management, Consumer Communications Strategies and Counterfeiting.

Additionally, in November 2017, CASIC organized a Regional webinar on Sunscreens, were participants of all of our Member, from all over the Region (over 150 participants via videoconference), were able to hear a group of experts regarding this relevant topic for our industry.

### [XXVI Plenary Meeting Paraguay and Council's visit to Chile:](#)



*CASIC Company and Association Members, staff, Local Authorities representatives, during the Council's XXVI Plenary Meeting in Asuncion, Paraguay, April, 2017.*



*CASIC Company and Association Members and Staff, Chilean Cosmetic Industry Association Members, Local Authorities representatives, during the Council's visit to Chile, October, 2017.*



*CASIC's Executive Director, President of the Chilean Cosmetic Industry Association, and CASIC's President during the Council's visit to Chile, October, 2017.*

During the XXVI Plenary Meeting of the Council in Asuncion (April), CASIC members had the opportunity to analyze the regional agenda and to assess progress in the different Committees and working groups, tendencies, issues and opportunities for the industry. During the Plenary Meeting, as well as during CASIC's visit to Chile (October), the Council had the opportunity to support local agenda and to socialize with local Health and Trade Authorities the best international practices promoted by CASIC in order to boost competitiveness and growth for the industry

## Local and Sub-regional Agenda:

During 2017, CASIC prioritized support to country associations in order to foster relevant projects and objectives of the industry in each territory. Amongst other, CASIC supported the local agenda by issuing position papers and communications to Trade, Environmental and Health Authorities regarding specific topics in order to promote best international practices and industry growth throughout the Region. Specifically, CASIC was present throughout the year in relevant meetings with local Authorities - in support to local Associations in Argentina (July), Chile (October), Colombia (constant), Ecuador (March), Paraguay (April) and Uruguay (July).

The Council also prioritized and strongly supported the evolution of sub-regional agendas in the four most significant and notorious blocs of the Region: Andean Community, Central America, Mercosur and the Pacific Alliance.

In the **Andean Community**, CASIC supported local associations and companies in technical and strategic discussions and in the communication strategy with the local Authorities in order to accompany the conversations and completion of negotiations to amend Decision 516 (supranational regulation that establishes the regulatory framework for the commercialization of cosmetic products amongst Bolivia, Colombia, Ecuador and Peru). CASIC was present and provided technical and trade expertise at all rounds of negotiations of the Andean Community, represented by its Trade Affairs Manager.

In **Central America**, CASIC continued to develop its comprehensive agenda in 2017, focusing efforts in supporting the Central American and the Caribbean Cosmetic and Home Care products Association in promoting the evolution of the sub-regional regulatory framework with the purpose of renewing the Sub-regional Regulation for our industry (RTCA's by its acronym in Spanish). In May 2017, CASIC supported a knowledge and experience exchange session amongst the Central American and Colombian Health Authorities to continue to pursue this important goal.

Furthermore, CASIC prioritized and addressed local barriers to trade within the countries of the sub-region and continues to work in these agenda nowadays, being one of the main priorities of the Association towards 2018.

In **Mercosur** a comprehensive agenda, which includes regulatory convergence, elimination of TBT and identification of relevant Free Trade Agreements for the industry, was also undertaken. Regarding regulatory convergence and elimination of TBT, CASIC was present in the rounds of negotiations where the Authorities of Mercosur countries addressed the amendment of regulations for the cosmetic industry. The main focus of discussions and CASIC's main objective has been the elimination of the requirement of the Free Sales Certificate for imported products. Finally, it is important to mention that given the current political scenario and the Free Trade ideals in Mercosur Countries, CASIC has been addressing the possibility of a sector specific agreement between the Pacific Alliance and Mercosur.

In the **Pacific Alliance** (PA) integration, CASIC continued to follow up the implementation process of the regulatory convergence Annex for the elimination of Technical Barriers to Trade to the cosmetics industry, already endorsed by the PA Governments during 2015. The PA Trade and External Affairs Vice-Ministers (GAN by its acronym in Spanish) received CASIC representatives during its meeting in October, 2017, and committed to start conversations amongst Authorities in order to implement the Annex. It is expected that the Annex will entry into force in 2018, after the approval of the Colombian and Peruvian Senates (Chile and Mexico Senates already approved the document).

Additionally, in the PA integration process, CASIC is currently leading the regional industry strategy to achieve that the Home Care industry becomes the next to be taken into account in order to negotiate a regulatory convergence annex for the elimination of Technical Barriers to Trade, including best international practices.

### [Work in progress. Relevant Documents and Social Responsibility:](#)

CASIC has also been working on different key topics, generating position papers for the assessment of regulatory/sanitary, advertisement, environmental, sustainability, industrial property and trade facilitation issues. Some of the most relevant position papers that CASIC issued in 2017 are the ones on: Alternatives to Animal Testing; Waste Management and EPR; and the implementation of the GHS system in the Region.

In addition, CASIC supports the local development of the program *Look Good Feel Better*, in countries of Latin America, as part of a social responsibility approach, which is already active in 7 countries of the Region, with the expectation of increasing that number to 9 countries in 2018.

### [Communications Strategy:](#)

As a result of the 2017, Council's communications strategy, CASIC proceeded to modernize and strengthened its social network accounts for the communication of news to industry, Authorities and consumers throughout the Region and Worldwide: [www.casic-la.org](http://www.casic-la.org), [Twitter: @CASIC\\_LATAM](https://twitter.com/CASIC_LATAM), and [LinkedIn: CASIC](https://www.linkedin.com/company/casic). One of the highlights of this year, that can be found on our webpage are the CASIC quarterly NEWS documents. 