



COUNCIL OF THE LATIN AMERICAN
COSMETIC, PERSONAL CARE AND
HOME CARE INDUSTRIES

NEWSFLASH

CASIC ACTIVITIES 2016

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 2016, in it you might find all sorts of challenges, opportunities and achievements in the Latin American Region.

In terms of international relations, CASIC participated in the Personal Care Products Council (PCPC) annual meeting in Florida, in February 2016, as well as the Cosmetics Europe Annual Meeting held in Brussels, in June 2016. CASIC also participated in the International Associations Collaboration (IAC) meetings held in February and June 2016. Furthermore, CASIC was invited to participate as a speaker on IFRA's Technical Committee Meeting in Bogota, Colombia, June, 2016.

Throughout the year, CASIC also took an active part of international fora such as the Pan-American Conference for Alternative Methods held in Baltimore, USA, in April, the Cleaning Products Latin America Conference held in Sao Paulo, Brazil, in June, the Sustainable Cosmetics Summit also held in Sao Paulo, in September, and finally, in the XI Ibero-american Business Conference, held in Cartagena, Colombia, in October. In addition, CASIC supported and cooperated with international sister associations such as Cosmetics Europe, AISE, IFRA, PCPC, and the IAC Members.

It is also relevant to mention, that as part of its international relations strategy, CASIC undertook several activities with international organizations such as the IADB and UNIDO, and worked on strengthening relations with stakeholders such as ALADI. Specifically, CASIC was invited by the IADB to held a conference about the Latin American Cosmetic Industry to Korean businessmen, through an alliance with the Korean International Trade Association and the Korean Trade and Investment Promotion Agency, in June 2016. On the other hand, as part of a cooperation process between UNIDO and CASIC, the Council was invited to give two training sessions, September and November, aimed at businessmen, on how to export cosmetics products through the Latin American Region.

Regarding the Council's internal decisions and development, during 2016, as part of the institutional strengthening process, CASIC named an Executive Director, reaching to have three people as permanent Staff. CASIC represents nowadays 15 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 100 people working together towards same goals: Trade Facilitation, Regulatory Affairs, Sustainability, Industrial Property, Advertisement and Home Care

Industry Training:

During 2016, CASIC also continued to provide specialized training services for its members and local Authorities: in May 2016, CASIC organized a training session led by the Council's Trade Affairs Manager, regarding bilateral, regional and multilateral trade negotiations, seen as opportunities to eliminate tariff and non-tariff barriers, facilitate the commercialization of cosmetic and home care products and promote the negotiation of regulatory convergence annexes for the elimination of TBTs in the Region. Aiming to continue to train the industry in key

topics and after receiving a request from CANIPEC, the Mexican Industry Association, to replicate the training for its staff and company members, CASIC organized a similar conference for the Mexican industry.

Additionally, in June 2016, CASIC supported local Brazilian agenda, in coordination with ABIHPEC, and was invited to participate as speaker at an event organized by ABDI (Brazilian Agency for Industrial Development), with the main purpose of sharing specialized knowledge on Risk Assessment and Alternatives to Animal Testing (AAT) with the Brazilian Health Authority (ANVISA).

Finally, in October 2016, during its XXV Plenary Meeting, the Council organized a training session about the Globally Harmonized System of Classification and Labeling of Chemicals (GHS) for industry members.

XXIV and XXV Plenary Meetings:



CASIC Company and Association Members, staff, International Sister Associations and Local Authorities representatives, during the Council's XXV Plenary Meeting in Cartagena, October 27th, 2016.

During the XXIV and XXV Biannual Plenary Meetings of the Council in Mexico City (April) and Cartagena (October), 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. The Plenary meetings were also opportunities 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. The Council was also proud to receive valued international stakeholders that enriched the agenda of the Plenary Meetings, CASIC specially thank Cosmetics Europe - CE, the Personal Care Products Council – PCPC, and the International Association for Soaps, Detergents and Maintenance Products – AISE for participating in the fora.

Local and Sub-regional Agenda:

During 2016, 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 and Health Authorities regarding specific topics in order to promote best international practices and industry growth throughout the Region.

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 that are still taking place between the Health and Trade authorities of the Andean Community to amend Decision 516, which is the 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, the Andean Community Regulatory Affairs Coordinator and local industry representatives.

In **Central America**, CASIC continued to develop its comprehensive agenda in 2016, 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 towards the implementation of the sanitary notification and in-market surveillance system. In February and October 2016, CASIC supported two knowledge and experience exchange sessions among the Central American and Colombian Trade and Health Authorities to continue to pursue this important goal.

In **Mercosur** a comprehensive agenda, which includes regulatory convergence, trade facilitation, elimination of TBT and identification of relevant Free Trade Agreements for the industry, was also undertaken. Regarding non-tariff barriers to trade, the implementation of a more flexible trade system in Argentina called SIMI (Import Monitoring System), replacing the DJAI (Anticipated Sworn Declaration of Imports) was achieved. Additionally, given the joint efforts of the Brazilian and Mexican industries, led by ABIHPEC and CANIPEC, a proposal to negotiate a Regulatory Convergence Annex in the amendment process of the Agreement of Economic Complementation between both countries, was issued to the Governments. Finally, it is important to mention that given the current political scenario and changes in national Governments, it is expected that the sub-regional trade and harmonization agenda will keep moving forward during 2017.

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. It is expected that the Annex will entry into force in 2017, after the approval of each Country's Senate.

Additionally, in the PA integration process, CASIC is currently leading the regional industry strategy to propose to the PA Governments 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 and Relevant Documents:

CASIC has also been working on different key topics, generating position papers for the assessment of regulatory/sanitary, advertisement, sustainability, industrial property and trade facilitation issues. During the Council's XXIV Plenary Meeting, April 2016, the endorsement of an updated Industry Declaration - as the commitment of all Company and Association Members to work towards the same goals in several agendas -, was achieved. In the same Plenary Meeting, several inner operational codes and policies were also ratified/endorsed. On the other hand, the Council's XXV Plenary Meeting, in October 2016, was scenario for the endorsement of the Code of Ethics and Self-Regulation in Advertisement by CASIC's Board of Directors.

Communications Strategy:

As a result of the 2016 Council's communications strategy, CASIC proceeded to modernize its webpage and logo towards a more sustainable, modern concept. The Council also strengthened its social network accounts for the communication of news to industry, Authorities and consumers throughout the Region and Worldwide: www.casic-la.org, Facebook: CASIC LATAM, Twitter: @CASIC_LATAM, and LinkedIn: CASIC.