

## SILAB China joins the Zizhu National Hi-tech Park

Saint-Viance, 25 October 2018.

**SILAB China, the strategic representative office for SILAB in China, just moved into new premises in the Zizhu National Hi-tech Park.**

Established in Shanghai for over 10 years, SILAB is now an essential supplier of natural active ingredients for the cosmetics market, thanks to its recognized scientific expertise and pro-active sales team.

To support its continuous double-digit growth on the Chinese market, SILAB has moved into new premises in the Zizhu National Hi-tech Park. This 13 sq km business cluster is home to many industrial companies and several prestigious universities, its aim being to create a first-rank environment focused on scientific research, creativity, investment and the development of talents and innovative technological products.

For SILAB, which places innovation at the heart of its strategy, this move is a mark of success and guarantee of future developments. As Jean-Philippe Cosson, SILAB's Marketing and Sales Director, confirms: *"SILAB's growth has always been led by its international business, which now represents a majority share of our turnover (60%). Strengthening our international offices is therefore a key part of our strategy, particularly in China, where the market is undergoing digital transformation and experiencing increased demand from local consumers. Against this background, in March 2018 we launched AQUASEBOM®, a hydra-matte active ingredient specially developed for the Chinese market."*

By joining the business cluster, which describes itself as the Oriental Silicon Valley, SILAB plans to continue its involvement in the domestic Chinese market, aiming to double its sales over the next three years.



SILAB China team