

# LA RÉUNION, A TREASURE OF GLOBAL BIODIVERSITY



La Réunion

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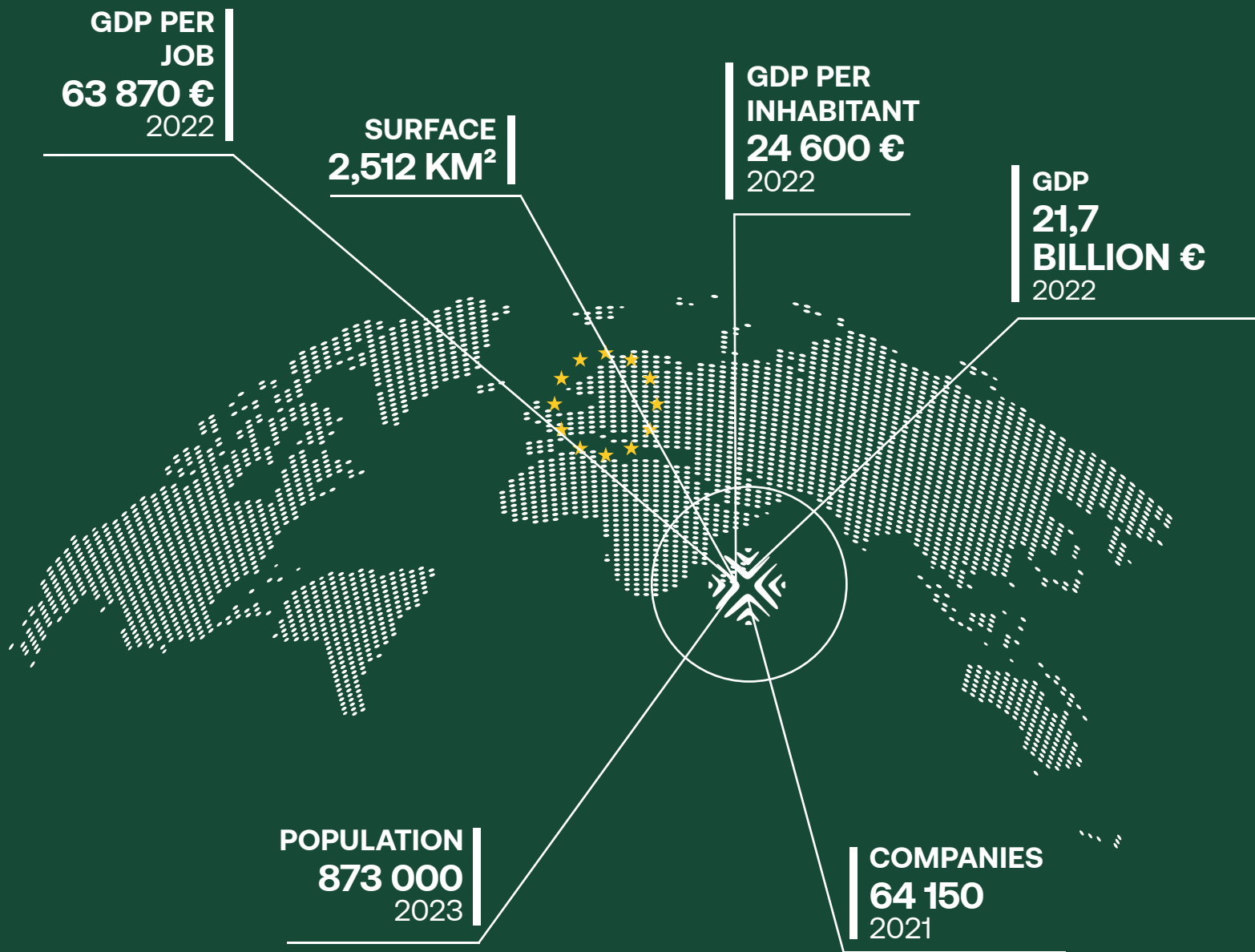
*Atoumo - Alpinia zerumbet*

# I. EUROPE AT THE HEART OF THE INDIAN OCEAN

LA RÉUNION IS A KEY LOCATION  
FOR THE DEVELOPMENT  
OF INDO-PACIFIC ACTIVITIES

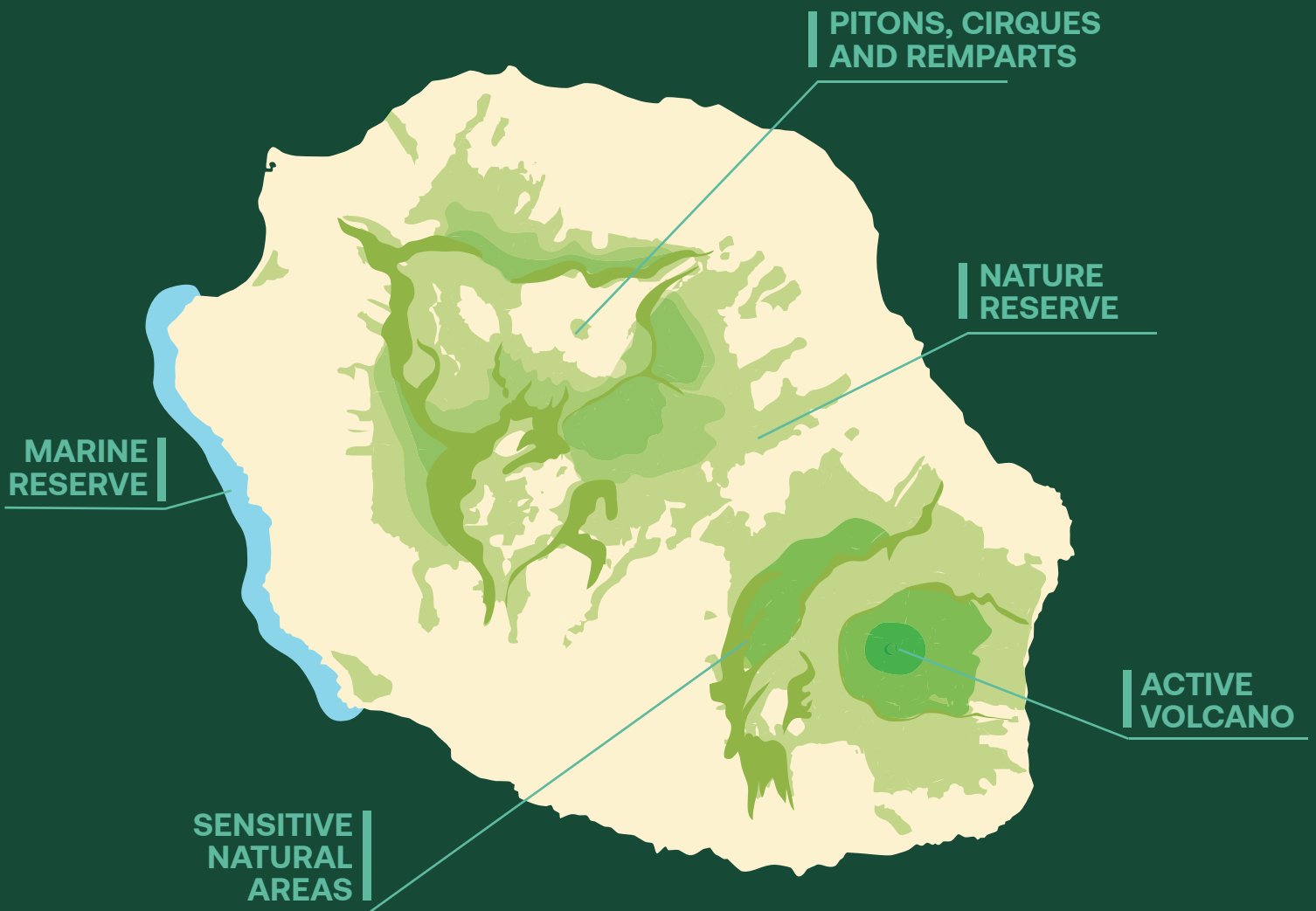
## ITS STRENGTHS:

- A Euro zone
- The legislative framework
- The french political and administrative organisation
- The National and European mechanisms to support the economy
- Infrastructures & services with European Standards
- A ressourceful environment 1 of the world's 34 biodiversity hotspots
- A dynamic population 3<sup>rd</sup> youngest department in France



## II. AN EXCEPTIONAL BIODIVERSITY

AN EXCEPTIONAL NATURAL HERITAGE TO PRESERVE



## RICH BIODIVERSITY

### Endemic species

La Réunion has a rich and diverse native flora, with a high rate of endemism about 28% of species that are found nowhere else in the world.

### Traditional pharmacopoeia

La Réunion has a long tradition of using plants for medicinal and aromatic purposes. About 550 plant species are used in the traditional Creole pharmacopoeia, and 34 of them are listed in the French Pharmacopoeia.

### Flagship plants

Among the most used plants in the Reunionese cosmetics industry are bourbon geranium, turmeric, ylang-ylang, vetiver, kaffir lime and many other endemic and exotic species.

## ADVANTAGEOUS GENETIC RESOURCES

### SPECIFIC ACTIVE PROPERTIES

Local plants have often developed unique adaptations to their environment, resulting in specific active properties that are beneficial to the skin and hair. Some species may contain antioxidants, anti-inflammatories, or other bioactive compounds sought after in cosmetic formulations.

### ADAPTING TO ENVIRONMENTAL CHANGE

La Réunion has a high genetic diversity that allows plant populations to better adapt to climate and environmental change.



*Combava - Citrus hystrix*

# III. A REGION OF EXCELLENCE IN RESEARCH AND INNOVATION

## CUTTING-EDGE RESEARCH AND INNOVATION INSTITUTIONS

- **Regional Innovation Agency**
- **Armeflhor** (La Réunion Association for the Modernisation of the Fruit, Vegetable and Horticultural Economy)
- **APLAMEDOM** (Association for Aromatic and Medicinal Plants of La Réunion)
- **CIRAD**
- **CYROI** (Cyclotron Réunion Océan Indien)
- **Institut Bleu** (Institute for blue Economy)
- **Regional Research Incubator**
- **Qualitropic**: Competitiveness cluster
- **University of La Reunion**: Chembio Laboratory



## ECONOMIC DEVELOPMENT OPPORTUNITIES

### **The Nagoya Protocol**

The Nagoya Protocol promotes equitable sharing of the benefits arising from the utilization of genetic resources. This allows local communities to benefit financially from the exploitation of their biodiversity, thus strengthening their commitment to the conservation and enhancement of these resources.

### **“Made in France,, label and geographical origin**

The geographical origin and French know-how are major assets for Reunionese cosmetics companies.

### **Medicinal and Cosmetic Properties: Growing Consumer Demand**

Genetic variations within species can influence secondary metabolites, which are often responsible for the beneficial properties of plants in cosmetic products.

### **The still unexplored potential of blue biotechnologies**

The rational use of marine biological resources, a real reservoir of natural biomolecules useful in the fields of health and cosmetics.

### **Innovation and R&D with our research centres**

Reunion’s genetic resources stimulate innovation in the cosmetics sector, enabling the development of unique products that respond to current market trends, such as naturalness and sustainability.

## IV. SUPPORT FOR STRUCTURING PROJECTS

### A DYNAMIC AND BOOMING SECTOR

#### Strategic partnerships

Through strategic partnerships, Qualitropic and Cosmetic Valley aim to support the development of the sector and promote local products internationally.

#### Animation of the Overseas Cosmetopeia Network

The collaboration of overseas actors allows coordination across the entire value chain: access to bioresources, sharing of benefits related to the use of genetic resources, preservation of traditional knowledge associated with plants.

#### Innovative startups

- Island Cosmetics
- Olica
- Omaïdo
- PAT Zerbaz
- PolyBridge
- Run Phyto Pharma



*Songe - Colocasia esculenta*

**STRATEGY &  
BUSINESS  
INTELLIGENCE**

**SUPPORT FOR  
GROWTH-GENERATING  
PROJECTS**

**INTERNATIONALISATION**



**ECOLOGICAL TRANSITION**



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