

cosmobeauté

13th Edition Indonesia International Exhibition on
Aesthetic, Beauty, Cosmetic, Hair, Nail & Spa

Indonesia 2018

11-13 OCTOBER 2018 | Hall A & B, Jakarta Convention Center (JCC)
Jakarta, Indonesia

INDONESIA
Largest
International
Beauty Trade
Exhibition

postshow report



cosmobeauteindonesia



Cosmobeauté

www.cosmobeauteindonesia.com

organised by



exhibition highlights

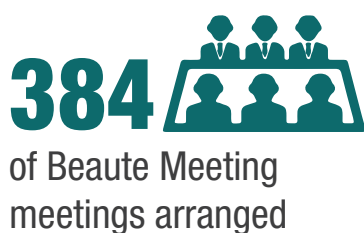


Cosmobeauté Indonesia is a comprehensive platform that connects manufacturers, exporters, distributors and agents of various beauty industry related products and services from across the world, to the rapidly growing beauty markets in Indonesia and nearby regions.

Hosted in the largest city in Southeast Asia, the 13th edition took place from 11 – 13 October 2018, at the Jakarta Convention Centre, Jakarta. A total of 13,702 visitors from 25 countries representing beauty salons, distributors, wholesalers, importers, local manufacturers and retailers attended this event.

The 13th edition of Cosmobeauté Indonesia recorded several significant milestones this year, such as a 13% increase in exhibitors, as well as even more business meetings arranged.

Alongside the exhibition are numerous activities, events, workshops, and seminars organised by Cosmobeauté Indonesia together with various supporting associations and exhibitors, providing ample platforms for international exhibitors to network with distributors within the region, as well as for the industry's talents to showcase their latest creations and efforts.



Country Pavilions for





Beauté Meeting Program Hits New Milestone with Doubled Meeting Numbers

The Beauté Meeting program, which is a business matching program that pre-arranges meetings between exhibitors and potential trade buyers, made a new milestone by arranging 384 meetings with 122 buyers.

The program's unprecedented success is attributed to the usage of the matching platform Jublia, as well as through the program's Quick Matching service, which lets walk-in visitors get recommendations based on their requirements and be arranged to a meeting at no cost or effort.

Major e-commerce businesses, importers, distributors, and retailers in Indonesia were the highlight participants in this year's meeting session.





4th ASEAN *Creative* Hair & Styling photo Competition 2018

cosmobeauté
Indonesia 2018
cosmohair
INDONESIA 2018

Creative Hair Competition Brings Out Inspirations Through Tradition.

In collaboration with the Asia Hair Masters Association (AHMA), Cosmobeauté Indonesia has hosted the 4th ASEAN Creative Hair & Styling Photo Competition on 12 October 2018. The competition's theme is "Root | New", which seeks to appreciate the roots of culture, and explore inspirations for new styles.

The competition saw 42 submissions from across Indonesia, with 10 semi-finalists selected for the main stage appearance during Cosmobeauté Indonesia. The submissions were evaluated by Ms. Linda Yip, Founder of Asia Hair Masters Association in Hong Kong, celebrity hair stylist Michael Zimbalist, Herry Sudardja, founder of Herry Centro School, and Malaysian celebrity make-up artist Steven Sunny.

Out of the 10 finalists that appeared on stage, **Agus Salim, Yanni, and Rumawan Fadhli** were selected as the **champion, 1st runner-up, and 2nd runner-up** respectively. The winners will be flying to Hong Kong to participate in the Hong Kong Hair & Styling Awards, organised by the Asia Hair Masters Association in Cosmoprof Hong Kong 2018.





Following the initial success of the 1st Cosmobeauté World PMU Championship last year, this year we have introduced the conference and competition back in Jakarta.

The World PMU Masterclass Conference & Championship is co-organised by the Korea International Academy of Beauty Medicine (KIBM), and is an event dedicated to the education of semi-permanent makeup techniques.

In this edition, several notable experts from around the world were invited as speakers and judges of this event, such as Hang Vuong, Rusen Donmez, Kim Eun Young, Diana Ilano, and Vaniya. Hundreds of participants took part in this event.

2nd World PMU Masterclass Conference & Championship Returns With Equal Success



INDONESIA Beauty ICON AWARDS 2018



Indonesia's Beauty Industry Icons Given Due Recognition

The Indonesia Beauty Icon Awards is an event that identifies and recognizes the contributions made by nominees towards the beauty industry scene in Indonesia. Led by a panel of industry experts, the steering committee has nominated these awards to the following icons:



Mr. Rey Nathan
Rising Star Hairdresser 2018



Mr. Bubah Alfian
Rising Star Make Up Artist 2018



**Dr. dr. Dhelya Widasmara,
Sp.KK, FINSDV**
Rising Star Specialist Doctor 2018



Dr. Olivia Ong
Rising Star Aesthetic
and Anti-Aging Doctor 2018



Ms. Eugenia Verina
Rising Star Nail Artist 2018



**Mr. I Gede Agus Krishna Ary
Wijaya S, Amd.AK., Dipl. CIBTAC**
Rising Star Beauty & Spa Therapist 2018



Ms. Livienne Russellia
Beauty Entrepreneur 2018





mini stage

Showcasing Indonesia's Creative Talents

The Mini Stage is a new event hosted in Cosmobeauté Indonesia this year, which provides an avenue for Indonesia's make-up artists to showcase their skills and raise their profile within the beauty industry. Located in the connecting hall between Hall A & Hall B, the Mini Stage is strategically located in a high traffic area, ensuring that visitors will be able to catch a glimpse of performance at any time.

We have invited 10 make-up artists to perform on the mini stage this year. The artists, many whom have a sizeable following online & offline, as well as having experience in preparing make-up for various celebrities, performed numerous demonstrations which was well received with the audience and passing visitors.





Beauty Seminars

Cosmobeauté Indonesia hosted a total of 4 beauty seminars throughout the 3 days of exhibition. The seminars, which were conducted by international experts invited by the exhibitors, cover a wide range of practical topics such as know-hows of the latest beauty equipment, medical aesthetic treatment trends, and the latest beauty trends for 2019.



Halal Workshop

In an effort to encourage global manufacturers to understand, and adopt Halal standards and certification for their products, the Assessment Institute for Foods, Drugs, and Cosmetics of the Indonesia Council of Ulama (LPPOM MUI) conducted a half-day workshop to educate manufacturers on the Halal certification procedure for cosmetics, as well as identifying the Halal critical point for cosmetic products.



exhibitor statistics

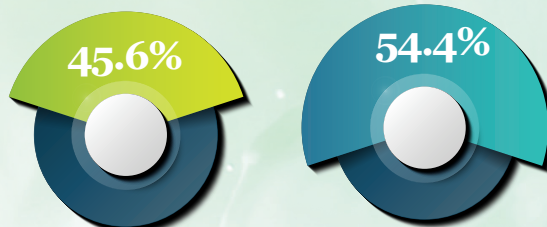
The exhibitors were from the following countries:



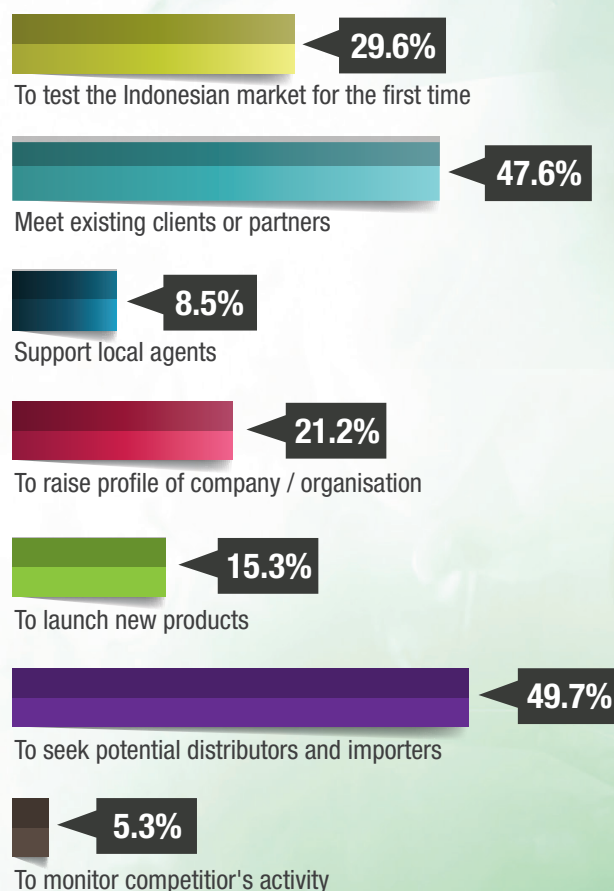
Exhibitors have indicated their **primary business activity** as below:



54.4% of exhibitors are returning exhibitors



The exhibitors were here to:



exhibitor statistics

When asked to rate their overall experience with Cosmobeauté Indonesia, the average rating was **7.4**

scale	0	1	2	3	4	5	6	7	8	9	10
percentage	0.0%	1.1%	0.0%	2.2%	2.7%	3.8%	9.2%	24.3%	36.8%	16.8%	3.2%

(0= Extremely Dissatisfied/ Not at all likely, 10= Extremely Satisfied/ Extremely likely)

When asked to rate how likely they would return to Cosmobeauté Indonesia, the exhibitors rated an average of **7.6**

scale	0	1	2	3	4	5	6	7	8	9	10
percentage	0.5%	0.0%	1.1%	1.1%	0.0%	8.7%	8.2%	19.1%	35.0%	18.6%	7.7%

(0= Extremely Dissatisfied/ Not at all likely, 10= Extremely Satisfied/ Extremely likely)

When asked how likely they were to recommend Cosmobeauté Indonesia to others:

scale	0	1	2	3	4	5	6	7	8	9	10
percentage	1.10%	0.00%	1.10%	2.75%	1.10%	5.49%	7.14%	14.84%	38.46%	20.88%	7.14%

(0= Extremely Dissatisfied/ Not at all likely, 10= Extremely Satisfied/ Extremely likely)

Cosmobeauté Indonesia scored **9.34%** based on the Net Promoter Score ranking



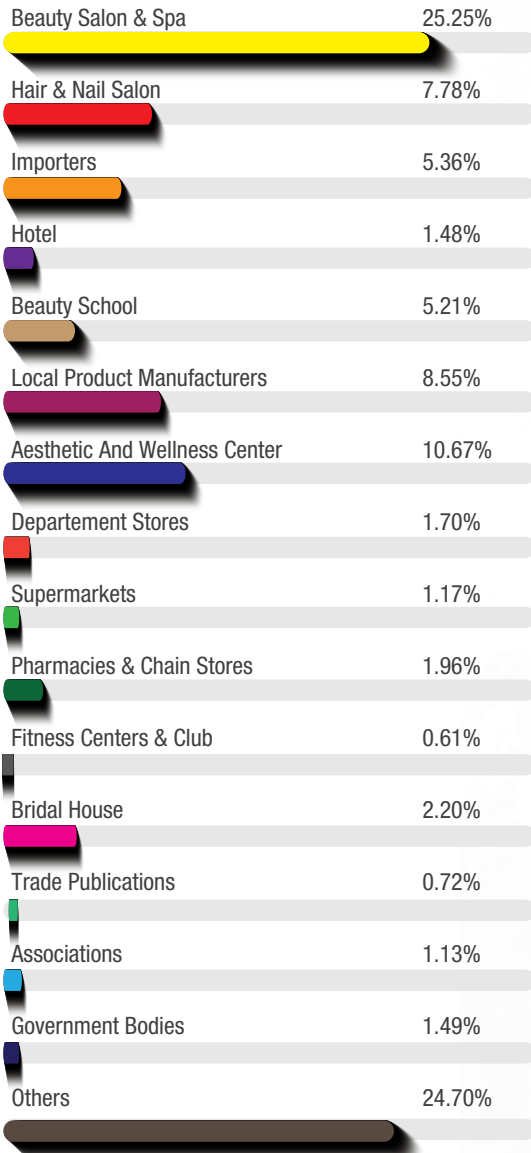
Over 70%
of exhibitors
 have opted to **rebook**
 their exhibition spaces on the spot

visitor statistics

The **13,702** visitors are from the following countries:



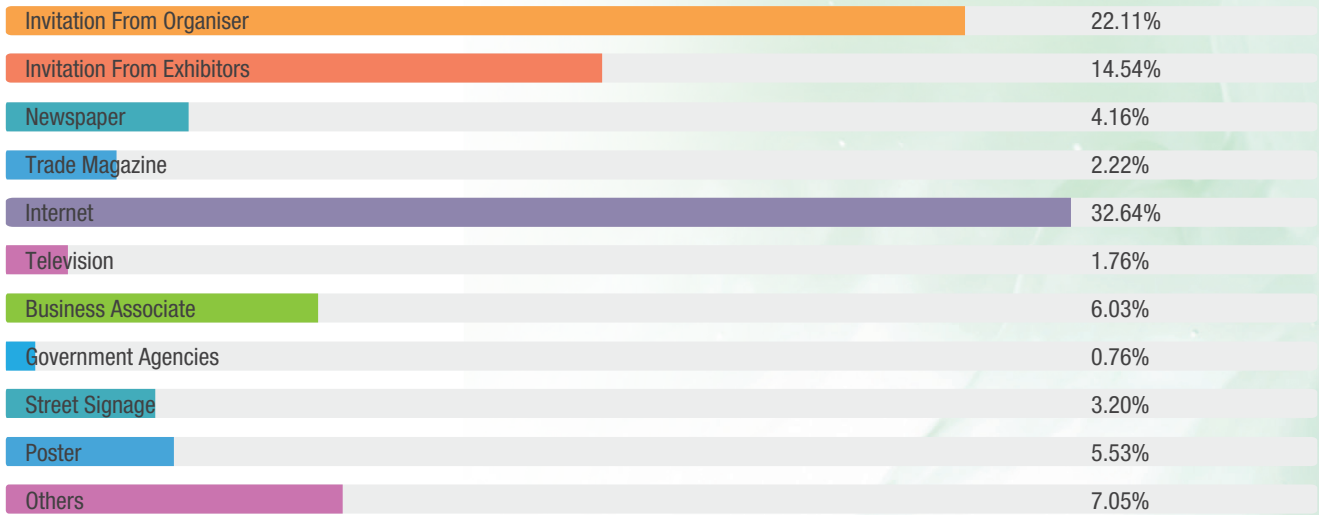
They were from the following industries:



And they were interested in:



How Did You Find Out About This Event



When asked if they were satisfied with their experience with Cosmobeauté Indonesia,

The visitors rated an average of 8.1 out of 10

scale	0	1	2	3	4	5	6	7	8	9	10
percentage	0.0%	0.2%	0.4%	0.6%	0.4%	2.1%	3.2%	13.1%	49.8%	20.0%	10.3%

[Rating scale 0 - 10] (extremely dissatisfied - Extremely satisfied)

When further asked how likely they would attend Cosmobeauté Indonesia again next year,

The visitors rated an average of 8.3 out of 10

scale	0	1	2	3	4	5	6	7	8	9	10
percentage	0.0%	0.2%	0.0%	0.4%	0.6%	1.7%	1.9%	12.1%	41.3%	24.0%	17.9%

(0= Extremely Dissatisfied/ Not at all likely, 10= Extremely Satisfied/ Extremely likely)

When asked how likely they were to recommend Cosmobeauté Indonesia to others:

scale	0	1	2	3	4	5	6	7	8	9	10
percentage	0.0%	0.0%	0.2%	0.5%	0.5%	0.9%	2.1%	10.2%	37.6%	20.5%	14.7%

(0= Extremely Dissatisfied/ Not at all likely, 10= Extremely Satisfied/ Extremely likely)

Cosmobeauté Indonesia scored 30.9% based on the Net Promoter Score ratings



Spa Seminar & Competition

by Indonesia Spa Therapist Association

The theme of this year's spa seminar was "How to Maintain Spa Business Nowadays". The theme, which focused on the challenges of maintaining competitiveness in today's spa businesses, featured topics such as "Development of Salon & Spa Business in the Digital Era" presented by Dr. Fadrian Sudarman, and crystal massage techniques by Ms. Wiena Latifahsari, AMF, SE, Dipl. Cidesco.

The spa competition this year focused on the hand & foot spa therapy, in which the dozens of contestants this year had to demonstrate working knowledge of the various stages of exfoliating, massaging, and masking the hands and feet.

CIDESCO Section Indonesia Talk



The CIDESCO Section Indonesia conducted a half-day seminar themed "How to Keep Aesthetics Businesses in Existence Nowadays", which featured insights from motivator Mr. Roy Darmawan, as well as strategies and a demonstration by Ms. Henny Wijaya

Cosmoaesthetic Seminar



The Cosmoaesthetic Seminar held this year saw aesthetics doctors from across Indonesia attending this year's seminar themed "Update on Hair Loss Management". The seminar, which is aimed at giving the participants knowledge on hair loss identification and treatment methods from the medical perspective, featured several topics such as "Pathogenesis of Hair Loss", "Definition and Type of Hair Aging", and so on.

Cosmobeauté Indonesia 2019

will take place from

17-19 October

at Jakarta

Convention Center

*See you
next year!*