

# cosmobeauté

14th Edition Malaysia International Exhibition  
on Aesthetics, Beauty, Cosmetics, Hair, Nail, Spa & Wellness

## Asia 2018



**9-12 JULY 2018**

Putra World Trade Centre (PWTC)  
Kuala Lumpur, Malaysia

The **Leading**  
Trade Exhibition for  
Beauty & Aesthetic Spa  
& Wellness Industry

# postshow report



**Cosmobeauté**

[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

# Exhibition Highlights

cosmobeauté  
Asia 2018



## DRIVING MALAYSIA'S BEAUTY Industry Growth

Cosmobeauté Asia 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 emerging beauty markets throughout Southeast Asia.

Hosted at the heart of the ASEAN region, the 14th edition took place from 9 – 12 July 2018, at Putra World Trade Centre, Kuala Lumpur. 12,069 visitors from over 20 different subsectors of the beauty industry attended this event.

Alongside the exhibition are numerous activities, events, workshops, and seminars organised by Cosmobeauté Asia together with various supporting associations and exhibitors, providing ample platforms to showcase the latest in beauty and industry trends to the visitors.



**268**  
exhibitors

from **13** countries



**12,069**  
visitors



from **32**  
countries

Pavilions for



**SOUTH AFRICA**



**KOREA**



**SINGAPORE**



**TAIWAN**

# Major Beauty Associations in Malaysia Sign MOU to Form Coalition

This year, Cosmobeauté Asia has collaborated with numerous associations in Malaysia to strengthen the beauty industry through unity.



Named the “**Beauty & Wellness Coalition**”, the newly launched industry group is established to collectively address challenges and issues faced by various sub-sectors of the beauty industry, as well as obtain acknowledgement and recognition from the newly formed government, on the importance of the beauty and wellness industry sector, its contribution and impact towards the economy, society and creation of employment opportunities in Malaysia.

## Representing the beauty associations were:



**Ms. Julie Liew**  
President of the Malaysia Esthetic Association



**Datin Winnie Loo**  
Co-Founder of Asia Hair Association



**Prof. Dr Ng Wee Kiong**  
President of Association of International Certified Estheticians



**Mr. Alvin Loh**  
President of Beauty Salon Entrepreneurs Association



**Dr Baskaran Kosthi**  
President of the Malaysia Association of Wellness and Spa



**Ms. Erin Eng**  
International Nails Competition Association



**Ms. Geraldine Loy**  
Malaysian Makeup and Hairdressing Artistry Association



**Ms. Hana Halim**  
Vice President of the Association of Malaysian Spas

# Creativity Fills the Air



There was no shortage of creative displays this year, as models donning artistic make-up pieces by make-up gurus **Nicole Xiian, Ayangkamell, Angel Kwat, Cassandra Pang, Desmond Yoi, and Ling Chong** paraded down the stage to music performed by Guzheng master Sara Heng.

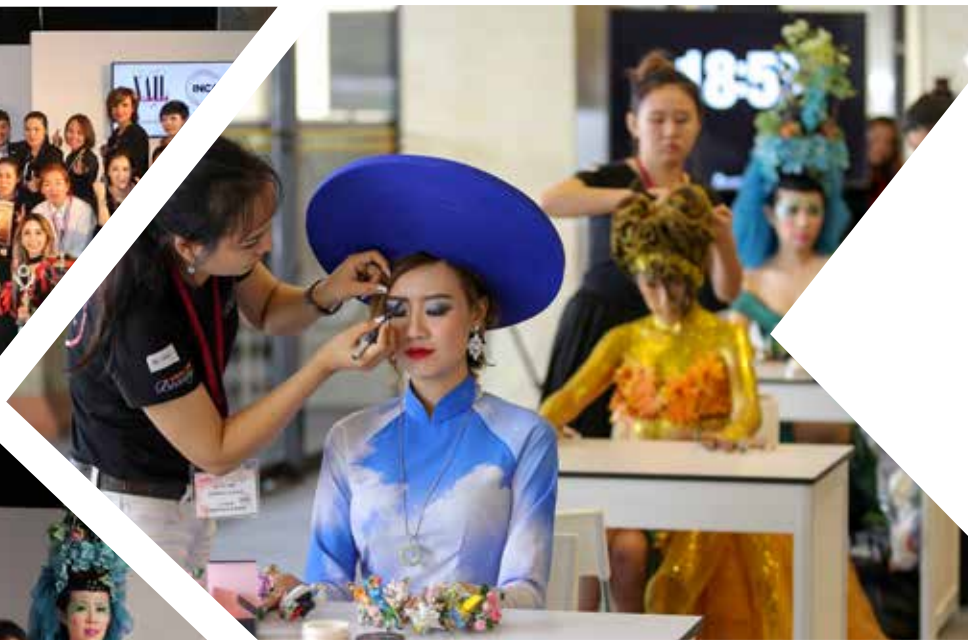
Away from the stages, the **Cosmobeauté Make Up Boxes** set up at level 4 saw over 20 invited make-up gurus and artists performing demonstrations to groups of keen visitors and aspiring artists across the 4-day exhibition.





# 6th CosmoNail Cup Continues Drawing in International Participants

Following last year's success in collaborating with the International Nail & Lash Competition Association (INCA) and raising the competition's standards, the 6th edition of CosmoNail Cup Nail & Eyelash Competition continued with the collaboration, and introduced new technical requirements and challenges for the 300 participants from 14 countries this year.



# Building Meaningful Business Connections Through Cosmobeauté



The Beauté Meeting Program is an exclusive business matchmaking program that pre-arranges meetings between importers, and retailers to potential business partners in Cosmobeauté Asia. Through this program, the Beauté Meeting team identifies potential buyers in advance, and provides a conducive environment for the buyers and exhibitors to meet up and conduct meetings in. Throughout these 4 days, our Beauté Meeting team has successfully arranged over 350 meetings between exhibitors and potential buyers.



## Bus Tour

To encourage further participation from salon owners based outside of Kuala Lumpur, Cosmobeauté Asia has formed several bus tour groups, with nearly 200 business & salon owners coming in from Melaka, Negeri Sembilan, Kedah, Terengganu, and even Perlis, to visit the exhibition.

# Annual Gathering of Spa & Wellness Industry with MAWSPA

The Malaysian Association of Wellness & Spa (MAWSA) has hosted a series of events in this year's Cosmobeauté. All spa operators, therapists, and aspiring spa entrepreneurs were invited to join to enjoy various networking and learning opportunities.



Mr. Andrew Jacka, the President of the Asia Pacific Spa & Wellness Coalition (APSWC) during a presentation

## Dialogue Session with Government Agencies

MAWSPA, together with DBKL, the Ministry of Urban Wellbeing, Housing and Local Government, the Ministry of Home Affairs, the Immigration Department, and the Ministry of Tourism conducted a dialogue session to discuss on current matters related to spa & wellness industry in Malaysia.

## Meet & Mingle Session

Six expert speakers were invited to share their knowledge and experience on topics such as "Walking the Wellness Talk", "Sex in Spas; Do we say it or hide it", "Spa Quality Management System", "Scent Marketing Solutions", and so on.



## Unity Through Massage: Urutan Malaysia

Visitors to the MAWSPA booth were given a demonstration of the Urutan Malaysia on the 4th day of Cosmobeauté Asia. The massage technique, jointly developed by MAWSPA and the Ministry of Tourism & Culture, will eventually be introduced to various spa centres in Malaysia.

# Educational talks and demonstration by Malaysian Esthetic Association (MEA)

The Malaysian Esthetic Association (MEA), which represents the CIDESCO chapter and its members in Malaysia, hosted a series of events for the benefits of beauty and spa therapy standards in Malaysia throughout Cosmobeauté Asia this year.

## TALKS AND DEMONSTRATIONS BY AESTHETICS EXPERTISE



### Guide on Face Symmetry & Skin Science by Experienced Aesthetic Doctor

With his experience and knowledge, Dr. Lim Ting Song, an Aesthetic physician and certified Medical Aesthetic Practitioner in Malaysia gave a talk on "Facial & Body Aesthetic – Science Behind the Art" to the visitors. He shared the importance skin aesthetics and face symmetry, as well as demonstrated an aromatherapy face massage with passion.



### Hands on Demonstration and Educational Talk by CIDESCO International Education Chair

Ms. Pamela Adkins, the Board Member for Education, CIDESCO International, shared her experience and knowledge on topics such as "Why CIDESCO Qualification?", "CIDESCO Aromatherapy Diploma", as well as giving demonstrations on basic facial and massage techniques.

### Tips and tricks by President of MEA

Ms. Julie Lew, the President of Malaysian Esthetic Association (MEA) gave a talk on educational beauty related topics and had a live make up demonstration to let the visitors unleash their creativity through this activity.



Ms. Pamela Adkins presenting in the Educational Talk





# AICA Day

Following last year's success, Cosmobeauté is proud to have the Association of International Certified Aesthetics (AICA) to organize a full day event in the hall again this year. AICA had an interesting line-up of promising and informational talks prepared for beauticians, aestheticians, salon owners, and all other visitors throughout the day. Topics include Micro blading, Semi-permanent Makeup, Transformation of Beauty Industry, Complications from Wrong Doing Injectable Procedures, Digitalise Manufacturing for Beauty Consumes – MiracoMask, and Common Aesthetic treatments for public awareness.



## Beauty Industry Development Forum by Persatuan Anggun Menawan Malaysian (PAMM)

In collaboration with Cosmobeauté Asia, PAMM has invited several experts specializing in business development, taxation, legal affairs, and management to the Beauty Industry Development Forum with the aim of helping beauty entrepreneurs taking their first step, as well as giving tips and solutions to those who are interested but have zero knowledge in beauty industry.



The speakers of this forum are Alvin Loh – President of PAMM, Dave Tan – Consultant of PAMM, Khaw Veon Szu – Legal Consultant, and Ooi Wai Wai – Tax Consultant. Topics featured including “Transition of GST & SST”, “Business Law”, “Beauty Business Strategy”, and “2018 to 2019 Beauty Business Direction”.

## The exhibitors are from the following countries:



Australia



China



Cyprus



Germany



Italy



Korea



Malaysia



Japan



Indonesia



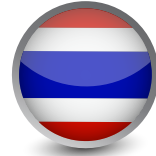
Singapore



South Africa

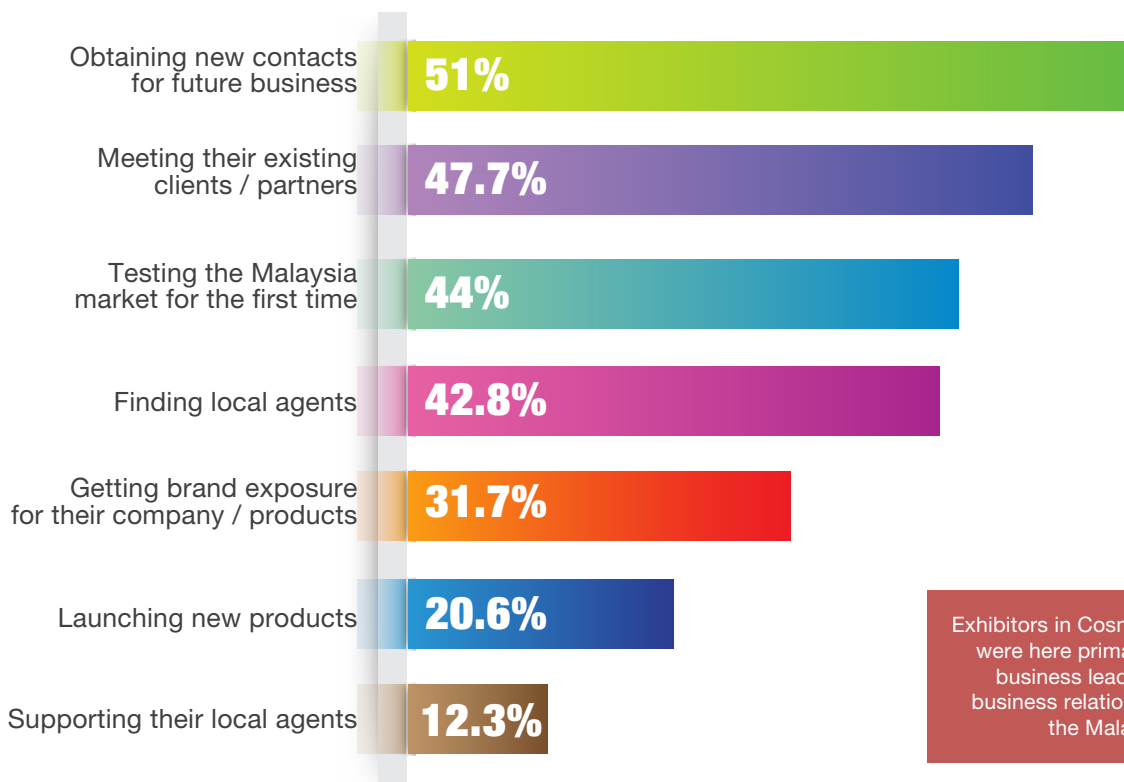


Taiwan



Thailand

## Exhibitors told us they were successful in



Exhibitors in Cosmobeauté Asia 2018 were here primarily to develop new business leads, maintain existing business relationships, and test out the Malaysia beauty market

**53%** of exhibitors have express interest, or have submitted booth reservation applications **on the spot** for Cosmobeauté Asia 2019

When asked about the quality of visitors,

**56%** of exhibitors rated it as excellent or good.



**13,069**  
visitors  
from the  
following **32**  
countries:



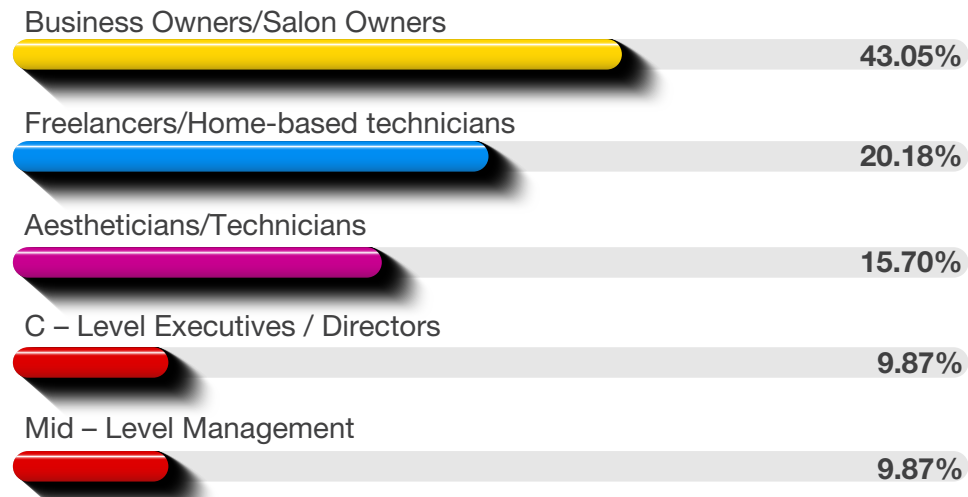
These visitors were here to:



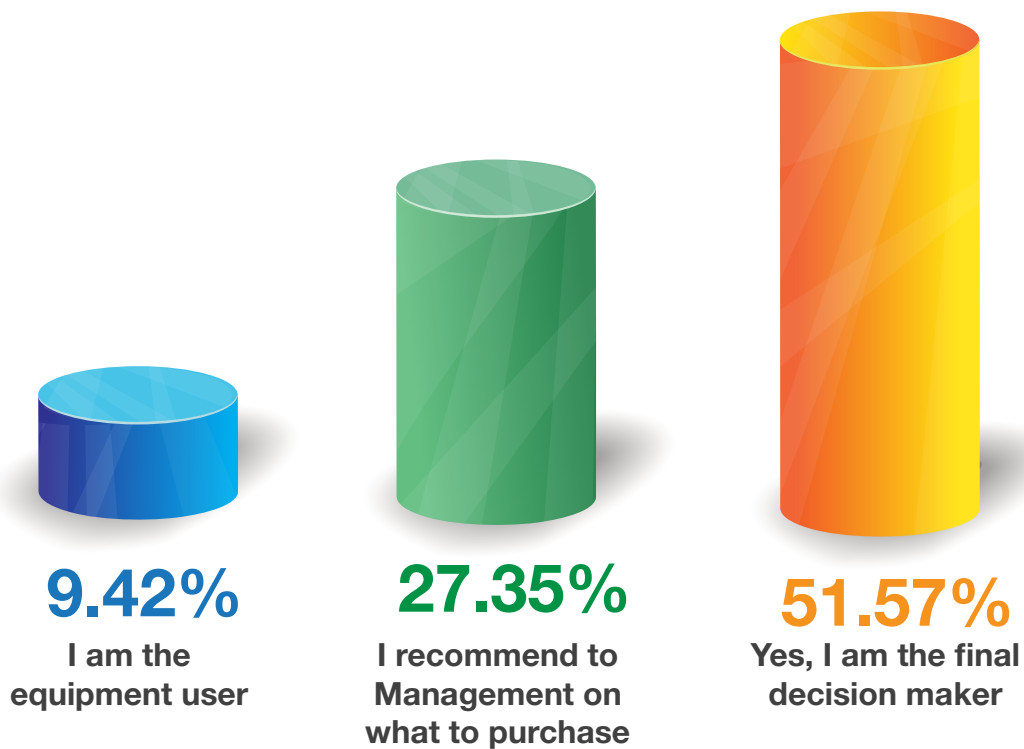
## Breakdown of industry sector of visitors

Aesthetics Centres	3.13%	Hotels	0.25%
Associations	0.48%	Importers	0.76%
Beauty/Hair/Make Up/Nail Salons	20.03%	Private Labelling	0.61%
Beauty Schools	2.50%	Product Manufacturers	1.21%
Bridal Houses	0.68%	Product Development & Design	1.29%
Contract Manufacturers (OEM/ODM)	1.04%	Retail Stores	1.09%
Department Stores & Supermarkets	0.47%	Slimming Centres	0.92%
Distributors	1.86%	Spa & Wellness Centres	2.79%
E-Commerce	1.21%	Trade Publications/Media	0.17%
Fitness Centers Or Clubs	0.21%	Others	1.41%
Government Bodies /Trade & Diplomatics Missions	0.22%		

## Job Functions & Decision Authority of Visitors in their Business:



## Are you the decision maker for purchasing stock & equipment in your workplace?



**85%**  
of visitors says that Cosmobeauté Asia has met their expectation

**77%**  
of visitors find that the exhibits this year were what they wanted, and rated good and above.