

# cosmobeauté

15th Edition Malaysia International Exhibition on Aesthetics,  
Beauty, Cosmetics, Hair, Nail, Spa & Wellness

Malaysia 2019

15<sup>th</sup>-18<sup>th</sup>  
July

Putra  
World Trade  
Center (PWTC)

**KUALA LUMPUR**



THE

Leading

TRADE EXHIBITION  
FOR BEAUTY & AESTHETICS,  
SPA & WELLNESS INDUSTRY.

Organised by:

informa  
exhibitions



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

Amber Chia  
*Malaysia Top Model*

Vanizha  
*Malaysia Top Model*





## Beauty in Unity

In Cosmobeauté Malaysia, we are proud of our business events held alongside the exhibition, which are carefully calculated to deliver an impact for your business. Leveraging on the strength of 8 beauty exhibition in Southeast Asia, Cosmobeauté Malaysia delivers to you the business connections you are looking for.



## Growing Together with the Industry

In 2018, Cosmobeauté Malaysia, along with various beauty industry associations, launched the “Beauty & Wellness Coalition”, as a collective effort to uplift the beauty industry in Malaysia. The coalition, led by Mr. C.P. Saw, the founder of Cosmobeauté exhibition series, is supported by the Association of International Certified Aestheticians (AICA), the Beauty Salon Entrepreneurs Association (PAMM), the Malaysia Association of Wellness and Spa (MAWSPA), the International Nails Competition Association (INCA), the Malaysian Makeup and Hairdressing Artistry Association (MAHA), the Association of Malaysian Spas, and the Asia Hair Association.



Following the launch, the coalition is ready to lay out the roadmap of the industry’s growth, as well as engaging the government authorities as a stakeholder.

## Connecting with Malaysia’s Beauty Industry Groups

With our strong network with the associations, Cosmobeauté Malaysia is host to numerous networking, seminars, and workshop sessions, led by the industry experts from the associations. Events such as the upcoming MAWSPA Meet & Mingle, AICA day, will not only provide visitors various platforms to network and learn from, but also for you to make inroads into Malaysia’s vibrant beauty industry!





# MAWSPA Meet & Mingle

The Meet & Mingle session by the Malaysian Association of Wellness & Spa (MAWSPA) is an annual event that draws in hundreds of spa professionals and wellness centre owners from across Malaysia to network and discuss the latest issues faced by the spa industry. This year, the Meet & Mingle session will feature spa experts from around the world to cover topics on the latest spa & wellness treatments, as well as feature issues pertinent to the spa operators in Malaysia.



# AICA Day

The Association of International Certified Aestheticians (AICA), a professional NGO formed to represent the public's interest in the beauty & aesthetics science industry, will be hosting AICA day, an event targeted at aestheticians and training centres, to promote the importance of the IPEC international certification scheme.



# PAMM Beauty Industry Development Forum

The Beauty Salon Entrepreneurs Association (PAMM), which represents the business interests young beauty entrepreneurs in Malaysia, will feature the next Beauty Industry Development Forum. The forum, which targets business owners and entrepreneurs from the beauty industry in Malaysia, will feature topics pertinent to business owners, such as insights for 2020, new trends, and new regulations set by the government







## Business Without Borders

### Meet Your Match, One Meeting at a time...

In every edition of Cosmobeauté Malaysia, our signature Beauté Meeting Program arranges hundreds of successful meetings between potential trade buyers and exhibitors. We bring you closer to your target audience by connecting you directly to ASEAN's beauty & aesthetic salon owners, spa operators, distributors & retailers, e-commerce businesses, and prospective investors, through pre-arranged meetings. Without additional effort on your end, our dedicated meeting team will identify potential buyers, prepare a conducive discussion environment, and set up the meetings with you.



## ...Or In Groups If You Desire

Apart from associations and high profile buyers, we deliver to you the grassroots of the beauty industry from all corners and all ethnicities of this diverse country. Every year, we collaborate with local beauty business associations from outside the Klang Valley to form several business visit groups consisting of salon & beauty business owners to visit Cosmobeauté Malaysia.





# At the Forefront of Creativity

## 7th CosmoNail Cup Competition

Currently in its 7th edition, the CosmoNail Cup is an international competition for competitive nail, eyelashes, and embroidery artistry, with hundreds of participants from across the world coming together in this event. The competition is designed to test the skill of participants through stringent technical requirements set down by the International Nail & Lash Competition Association.

The competition is divided into the Nail Competition held on the 2nd day of Cosmobeauté Malaysia, and the Eyelash & Embroidery Competition, held on the 3rd day of the exhibition. The 2-day competition will see contestants participating over 20 categories in both competitions.

With the success of so many winners, the committee will be introducing even more categories for participants to showcase their creativity, such as <categories>, and even more technical challenges to showcase their capabilities and standards!



## CosmoNail Cup Nail Competition

- INCA Natural Nail Care
- INCA Acrylic Pink & White
- INCA Gel Pink & White
- AP Gel "On Me" One tone
- Salon Gel Nail Art
- INCA INBOX Mix Media Presentation
- INCA INBOX Acrylic Hand Painted Nail Art
- INCA INBOX Gel Hand Painted Nail Art
- Phone Case
- Cha-Ching Bling



## CosmoNail Cup Eyelash & Embroidery Competition

- 3-in-1 Face Modeling
- Single Eyebrow Sketch (A4) paper
- Eyebrow Eyeliner Lip (3-in-1)
- Eyebrow Embroidery (Face Modeling)
- Eyeliner Embroidery (Face Modeling)
- Lip Embroidery (Face Modeling)
- INCA Inbox 6D Color Eyelash Design (Fake Eyelashes)
- INCA Creative Eyelash Mix Media (Fake Eyelashes)
- 1 to 1 Eyelash Extension (Mannequin Head)
- 6D Eyelash Extension (Mannequin Head)
- Speed Paper Eyelash (A4 Paper)



# Cosmobeauté Make Up Stars Performance

The Cosmobeauté Make Up Stars is an ambitious project that seeks to identify and bring out the top make up & hair talents from Southeast Asia onto a global platform, and serve as an inspiration for fellow make-up artists & hair stylists to aim for.

The project will identify 1 “star” from Vietnam, Thailand, Malaysia, Indonesia, and the Philippines, to perform on an exclusive, by-invitation only stage performance in several Informa-UBM beauty exhibitions.

In addition, the 5 make up & hair gurus will serve as the panel judges for the Make Up & Hair Dressing Competition series, which will held across most Informa-UBM beauty exhibitions in Southeast Asia.



## Cosmobeauté Make Up & Hair Dressing Competition

As an effort to identify and bring out potential make up & hair talents from Southeast Asia and nurture them to be internationally recognized gurus, Cosmobeauté will be conducting the Make Up & Hair Dressing Competition in Vietnam, Thailand, Malaysia, Indonesia, and the Philippines, held in conjunction with the Make Up Stars performances in these countries.

The finalists of each competition will not only walk away with prizes, but also the opportunity to conduct a guest performance during the subsequent competition, as well as being mentored by the Make Up Stars!





# Facts & Figures from 2018



**12,069** visitors  
from **33** countries



More than **85%**  
of visitors say  
Cosmobeauté Malaysia  
2018 met their  
expectations



More than **53%**  
of exhibitors have  
submitted booth  
reservation applications  
on the spot during  
Cosmobeauté Asia 2018



Over **56%**  
of exhibitors  
deemed the  
visitors as good  
quality

## Primary Objectives of Visitors in Cosmobeauté Malaysia



**20.10%**  
Visit Existing/  
alternative  
suppliers



**11.65%**  
to attend the  
events & activities



**35.91%**  
To Purchase/  
order products



**32.30%**  
discover new  
beauty trends  
& products

## Breakdown of industry sector of visitors

Aesthetics Centres

Associations

Beauty/Hair/Make Up/Nail Salons

Beauty Schools

Bridal Houses

Contract Manufacturers (OEM/ODM)

Department Stores & Supermarkets

Distributors

E-Commerce

Fitness Centers Or Clubs

Government Bodies /Trade & Diplomats Missions

Hotels

Importers

Private Labelling

Product Manufacturers

Product Development & Design

Retail Stores

Slimming Centres

Spa & Wellness Centres

Trade Publications/Media

Others

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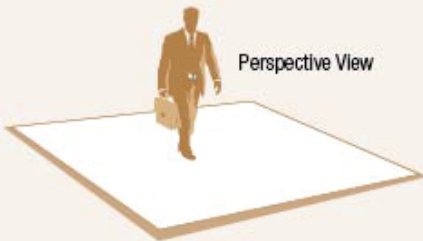
# FACT SHEET

**15-18 July 2019**  
www.cosmobeauteasia.com

Putra World Trade Centre (PWTC),  
Kuala Lumpur, Malaysia

## participating cost

**OPTION 1:  
RAW SPACE**  
@ USD 338 per sqm (min. 18sqm)



**OPTION 2:  
SHELL SCHEME**  
@ USD 368 per sqm (min. 9sqm)



- 1x Lockable Cabinet
- 2x Wall Shelf
- 1x Round Table
- 1x Folding Chair
- 2x Black Leather Arm Chair
- 2x Spot Light
- 1x Waste Basket
- 1x 13Amp socket
- 2x fluorescent Tube

**EXPECTED  
NO OF COMPANIES  
EXHIBITING**

**400**  
companies

**EXPECTED NO OF VISITORS**

**13,500**  
visitors

## exhibit profile

Manufacturers, Exporters, Sole Distributors, Agents and Suppliers of:

- Perfumery, Cosmetics and Personal Hygiene
- Health Food & Beverage
- Contract Manufacturing & Private Label (OEM/ODM)
- Medical Aesthetic Product & Equipment Product
- Natural Healthy Products
- Dietary Supplements
- Salon Furnishing Spa & Wellness Facilities
- Packaging & Processing Equipment
- Raw Materials
- Development and Design

## visitor profile

- Beauty Salon & Spa Owners
- Hair & Nails Salons
- Distributors
- Aesthetic & Wellness Centres
- Wholesalers & Importers
- Supermarkets
- Local Product Manufacturers
- Department Stores
- Beauty Schools
- Pharmacy & Chain Stores
- Hotels
- Fitness Centres / Clubs
- Bridal Studios
- Make-Up Studios
- Trade Publications

## show publicities

- Personal visits to government ministries, trade associations, and chambers of commerce
- SMS broadcasts to targeted audiences
- Promotional collaterals such as posters, bunting and banners
- Dedicated website with online visitor registration service
- Editorial coverage and advertising in major trade publications, billboards and national press
- Targeted direct mail invitation & visitor tickets distributed to trade professionals, specialists and key buyers
- Printed Show Preview on exhibits

Organised by:

**informa**  
exhibitions



**For visiting, exhibiting and sponsorship opportunities,  
please contact:**

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