

# cosmobeauté

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

Indonesia 2019

17<sup>th</sup> - 19<sup>th</sup>  
October

Jakarta  
Convention  
Center (JCC)

**JAKARTA**



*Indonesia's  
Largest*

# Beauty

*Trade Exhibition for 14 Years!*

Organised by:



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

Finalist Tuti  
*Asia's Next Top Model*

# Indonesia, A Market Brimming With Potential

Indonesia is home to Southeast Asia's largest consumer market. Home to nearly 270 million people that are increasingly aware of their well-being, as well as having increased spending power, Indonesia possesses a beauty market that is alluring to local and international beauty players.



## Explore and Leverage on ASEAN's Largest Halal Market

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According to the Indonesia Halal Economy and Strategy Roadmap launched by the Indonesian Halal Lifestyle Center (IHLC), Indonesia is home to the world's largest Halal market and consumer base, leading ahead of other halal markets in Turkey, Pakistan, Egypt, and Saudi Arabia in terms of global Halal consumption, with a total consumer spending on Halal products worth USD214 billion in 2017 alone, and projected to reach USD330 billion by 2025.



The roadmap also identified USD17.8 billion worth of export opportunity for Indonesia's Halal manufacturing sectors, of which Halal food, fashion, pharmaceuticals, and cosmetics providing the most economic opportunity for Indonesian exporters.

## Open Your Business Opportunities Through Indonesia

Recognising this huge potential, the Indonesian authorities have implemented a mandatory Halal requirement for all imported and locally manufactured consumables, including cosmetics and beauty products. The Halal standards implemented will also be recognized by Halal authorities in other countries as well, giving these importers and manufacturers that have obtained Halal certification in Indonesia an advantage to export to nearby Halal markets as well.

With this new implementation, Cosmobeauté Indonesia will be collaborating with the Majelis Ulama Indonesia (MUI) and local authorities to organise various workshops during the exhibition, and give the local and regional beauty industry players a clear direction on how to tap into this huge market opportunity

## BUYERS QUOTE

“

I knew of this Beaute Meeting program from the Cosmobeaute Indonesia organiser, and the process is very fast, very good and i am introducing many other Indonesian retails to come over here. I hope in the future there will have more beauty product from head to toe like beauty care, hair care, nails and all others.

**Mrs. Sherry Sjiamhuri**

Chief Executive Officer  
SOGO Indonesia

This event is very exciting, creative and interesting. it is very appropriate for all of us as beauty industry and business people to find new opportunities related to helath care, cosmetic, personal care. this is the right place for us to be here.

**Ms. Miranti Kenchana**

PR & Corporate Communication Assistant Manager  
MENZA Group

This program is very helpful for me because I am one of the player in the beauty and skin care industry to look for new product innovations and packaging developments now.

**Mr.Hery Frans Pasaribu**

Director  
PT. Indo Felcia Cantika

”

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## Beautiful Meetings With Your Future Business Partners

The Beauté Meeting program is business networking program that pre-arranges meetings between exhibitors and potential trade buyers. Exhibitors of Cosmobeauté Indonesia will be able to get matched up to interested visitors at no cost or effort.

The program is conducted through our in-house meeting team, which proactively identify, and invite potential business partners for a brief meeting session during Cosmobeauté Indonesia.

**Buyers attended**



in 2018

**122**

buyers

**Meetings arranged**



in 2018

**384**

meetings



# Professional Development Opportunities

Apart from the exhibits, Cosmobeauté Indonesia is also home to a variety of co-located events & activities, carefully developed by our supporting partners to ensure visitors develop and grow together with the local beauty industry.

## CosmoAesthetic Seminars

The CosmoAesthetic seminar is full-day seminar dedicated to aesthetics doctors and medical practitioners, which covers topics on the latest treatment methods practiced in aesthetics medicine.



## Beauty Seminars

The Beauty Seminars consists of over 40 1-hour seminars conducted across the 3-day exhibition. The seminars, which are conducted by global beauty experts invited by the exhibitors, covers a wide range of topics, such as beauty knowledge, practical skills, and industry trends forecasts, for all levels of beauty professionals.



## Spa Seminar & Competition

Co-organised by the Indonesia Spa Therapists Association (ASTI), the Spa Seminar & Competition brings out the business side of the famed Balinese spa therapy. The full-day event encompasses a half-day seminar for spa technicians to learn new methods and techniques, followed by a spa techniques competition.

## 3rd World PMU Masterclass Conference & Championship



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.

Currently in its 3rd edition, the conference & championship is expected to be open to even more participants, with more topics and skills covered to enhance the participants' capabilities.



# Preparing Talents for the Global Stage

## 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!



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Jakarta Convention Center (JCC)

Jakarta, Indonesia

# FACT SHEET

## participating cost

### OPTION 1:

### RAW SPACE

@ USD 355 per sqm (min. 18sqm)



Perspective View

### OPTION 2:

### SHELL SCHEME

@ USD 385 per sqm (min. 9sqm)



Perspective View

- 1x High Showcase
- 2x Folding Chair
- 1x Information Counter
- 1x Waste Paper Basket
- 1x 2Amp socket
- 2x Fluorescent Tube

EXPECTED  
NO OF COMPANIES  
EXHIBITING

350  
companies



EXPECTED NO OF VISITORS

15,000

visitors

## show publicities

- Personal visits to government ministries, trade associations, and chambers of commerce
- WhatsApp/SMS broadcast to targeted audiences
- Promotion Collaterals such as posters, buntings, banners and billboards
- Dedicated website with online visitor registration service
- Editorial coverage and advertising in major trade publications and national press
- Targeted direct mail invitations, visitor tickets, printed show preview on exhibits distributed to trade professionals, specialists and key buyers
- Social media postings

Supporting Agency:



Supporting Media:



Organised by:



International Region Contact

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