

cosmobeauté

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

Indonesia 2021

Beauty
Exhibition
2021
SUPPLY CHAIN

Beauty
Exhibition
2021
COSMETIC
INGREDIENTS

INDONESIA'S
LARGEST
BEAUTY TRADE
EXHIBITION FOR

15 YEARS

Organised by:

PAMERINDO INDONESIA
INDONESIA
International Specialised Exhibitions

 **informa**markets

www.cosmobeauteasia.com

HYBRID EDITION

21-23 OCTOBER 2021

Jakarta Convention Center
(JCC), Indonesia | 10AM - 7PM

Emerging Beauty Markets in Indonesia

Indonesia's cosmetics industry performed strongly with the country's growing middle class and affluent consumers. With a population of over 270 million, Indonesia is the largest nation in South East Asia and the fourth most populated country in the world. The demand of beauty and cosmetic products are increasing among consumer in Indonesia. With such a huge population, the market presents exciting opportunities for global businesses, particularly in the beauty and cosmetics industry, which is in the midst of a period of rapid growth.

Revenue in the Cosmetics segment is projected to reach US\$1,583.2m in 2020. The market is expected to grow annually by 7.4% (CAGR 2020-2025).

The 15th edition of Cosmobeauté Indonesia returns as platform for industry players to penetrate the Indonesian beauty market and will run as hybrid exhibition this year. Cosmobeauté Indonesia 2021 will be giving you the online and live experience which will be held at Jakarta Convention Center (JCC), Indonesia from 21 to 23 October 2021.



WHY INDONESIA

- Indonesia as Southeast Asia's largest economy, with a GDP of not less than USD 1.016 trillion, analysts predict that Indonesia will emerge to become one of the top five markets especially for cosmetics products in the next 10-15 years.
- Indonesian consumers are becoming increasingly aware of their well-being.
- Indonesian women population now numbers over 130 million and make-up is increasingly becoming part of women's lifestyles.
- Indonesia has a big population that is characterized by rising per capita GDP, thus there is a rising number of mid-income and affluent consumers.

Statistics Source: www.mdpi.com | www.statista.com | www.indonesien.ahk.de | www.gbgindonesia.com | www.marketresearch.com | www.globenewswire.com

- Amid the COVID-19 crisis, the global market for Cosmetic and Skin Care estimated at US\$145.3 Billion in the year 2020, is projected to reach a revised size of US\$185.5 Billion by 2027, growing at a CAGR of 3.6% over the analysis period 2020-2027.
- Indonesian cosmetics exports are targeted to reach 1.67 billion USD and are expected to increase to 1.81 billion USD in 2021.
- Indonesia will become the fastest growing cosmetics market in Asia. Indonesia will make it to the top 10 markets for global beauty and skin care products, worth over 130 billion USD globally.
- Market consumption volume increased with a CAGR of 6% between 2015 and 2019, to reach a total of 63.6 million units in 2020.

The Beauty of Supply Chain



The cosmetics industry is growing rapidly and manufacturers are becoming ever more dependent. In the cosmetic industry, managing the supply chain efficiently and effectively is crucial for cosmetic companies to gain a competitive advantage.

As the inaugural Supply Chain Area was a success in Cosmobeauté Indonesia previous edition, Cosmobeauté Indonesia continues to stride in Supply Chain Area covering the range of spectrums in packaging, OEM/ODM, Machinery & Equipment, and Ingredient & Formulation.

COSMETIC INGREDIENTS

The cosmetic sector has evolved at a rapid pace over the past couple of decades due to the demand of cosmetic products are increasing among consumer in Indonesia.



The global cosmetic ingredients market is expected to grow at a healthy CAGR of 7.8% and reach US\$ 6,38 Billion in 2019 will continue to increase until US\$ 8,61 Billion in 2023 during the forecast period.

The 15th edition of Cosmobeauté Indonesia proudly present COSMETIC INGREDIENTS as our new addition to the exhibition this year. With this new addition, visitors have the chance to know more about and meet the precise ingredients that can be used to produce and making your own cosmetics.

Halal Cosmetics

In recent years, there has been a growing trend in the use of halal cosmetics in Indonesia. This is in line with the increased number of middle class and affluent Muslim women who are halal conscious in their purchases.

According to a survey, 58% of women in Indonesia now prefer to use halal cosmetics. They place a greater emphasis on halal certification over price, packaging, organic ingredients and other trends. The implementation of the Indonesian government regulation on halal product assurance as a derivative regulation of Law No. 34/2014 on Halal Product Assurance in 2017 has further increased demand for halal cosmetics.

Halal cosmetic products are gaining awareness and increasing demand among the 2.4 billion Muslim consumers in worldwide. The global halal market is anticipated to expand at a compound annual growth rate of 6.8% until 2024.

A Whole New Unlimited Beauty Experience with Hybrid Edition

Cosmobeauté Indonesia is presenting “The 1st Hybrid Edition for Aesthetic, Beauty, Cosmetic, Hair, Nail, Spa & Wellness in Indonesia”. This hybrid edition will provide new experience combining between a live in-person element and digital components that allows exhibitors and targeted buyers from beauty industry to engage, interact and connect directly or digitally in one place.

Cosmobeauté Indonesia Hybrid Edition will be the multi-dimension platform for both exhibitors and buyers to meet with each other without limit to seek more new opportunities and expand your business in beauty experience!



Why Cosmobeauté Goes Hybrid

- Allow visitors who could not attend in person to participate in the online event, with ability to connect the physical.
- Accommodate to the challenges due to travel restrictions and safety considerations.
- A cost-saving online platform for new joiners (exhibitors & visitors) who could make assessment for future participation in physical event.
- Provide options for exhibitors to choose on either participate in physical or online, or both - hybrid.

Beyond all limits in the hybrid era at Cosmobeauté Indonesia 2021

WHAT'S THE BENEFITS?

BENEFIT OF HYBRID EXHIBITION

- Reach a wider buyers from all over the world
- Cost-effectiveness
- Increase brand awareness of your company's product
- Attending digital seminar sessions
- A valuable collection of data insights based on mutual interest

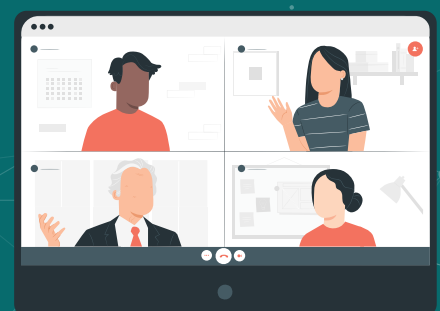
BENEFIT OF LIVE SHOW EXHIBITION

- Face-to-face communication and Beauté Meeting
- Live products demo
- Put your brand a head of your competitor in this new normal era
- Stay updated with the current market situation
- Gain new networking directly

Digital Beauté Meeting

The Digital Beauté Meeting is an exclusive matchmaking programme dedicated to help industry professionals to connect with potential business partners digitally.

This program will also identify potential business partners that are related with your industry by saving more time for explore new business opportunities and helping you to find more precise business partners to grow your business.



Events Highlights



Barber Festival

One of the businesses in Indonesia that thrive on the back of the large population and urbanization is the barbershop. The awareness about hairstyles among men has experienced great growth in recent years. Cosmobeauté Indonesia supports this steady growth pattern in the world of men's hair among barbershops, barbers and men's hairdressers by featuring educational workshops.

Showcasing Indonesia's Creative Talents

The ever-astounding Live Demonstration will feature renowned International and Local makeup artists to showcase their skills on latest makeup trends. Be ready to get inspired with fantastic makeup life burst with colour and creativity.



Talks by Industry Experts

Supply Chain Seminar & Workshop



As the inaugural Supply Chain Seminar on previous edition of Cosmobeauté Indonesia was a success, Cosmobeauté Indonesia continues to conduct seminars covering packaging spectrum by local packaging experts.

Beauty Seminar



The Beauty Seminars consists of over 49 hour seminars conducted across the 3-days 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 forecast, for all levels of beauty professionals.

Beauté Meeting



The Beauté Meeting program that pre-arrange meetings between exhibitors and potential trade buyers, has successfully arranged 282 meetings with 154 buyers. The programs unprecedented success is attributed to the usage of the business matching platform, as well as through the programs Quick Matching service, which enabled walk-in visitors to get recommendations based on their requirements and have meeting arranged at no cost or effort.

Spa Seminar & Workshop

Today, Spa & Wellness is a thriving industry in making vital contributions to economic strength and is also growing at a tremendous rate of tourism sector in Indonesia. Cosmobeauté Indonesia continues to collaborate with Indonesian Spa Therapist Association (ASTI) to conduct seminars and competition. Over 150 professional therapists from the region are expected to attend this conference which offers great insight and inspiration for continued industry growth.



Cosmobeauté Indonesia 2019

Key Facts & Figures



370

Exhibitors from
14 Countries and Regions



15,648

Visitors from **34** Countries
and Regions

7

International pavilions



China



Japan



Korea



Poland



Singapore



Taiwan



Thailand

Exhibitor's Testimonial

It was really a great exhibition. We are so excited to be able to understand the Indonesian beauty market. This is our first time joining the exhibition and we took this opportunity to open new market in Indonesia. For next Cosmobeauté Indonesia, we will be here and going to bring more products.

Kei Araki - Senior Sales
MADICAL DO-S CO LTD

We are very grateful to the organizer of Cosmobeauté Indonesia for facilitating us by organizing this exhibition so we can promote our products.

Eddy - Manager | JOANNE STUDIO

This is our first participation in Cosmobeauté Indonesia. It's a well suited business platform that are engaged in supplies and academics to develop new business opportunity. We have many leads from the potential business partners, we are looking forward to the next edition.

Yuliana Nyoto - Trainer Director
LAVERE LASH

Visitor's Testimonial

Thank you Cosmobeauté Indonesia for organizing this exhibition. I'm able to get all the information and news updates from the beauty industry. I met with business partners for my needs both local and international. Everything I need is in Cosmobeauté Indonesia.

Naula - Mecapan

Very good, I can meet with many suppliers from various countries. This year is the best with the presence of wide variety of suppliers with good quality products.

Mahrnisa - Supplier, Distributor & Importer East Jakarta

Cosmobeauté Indonesia is the right platform to see what's the trending right now in the beauty community. For beauty lovers we are recommend a must visit to Cosmobeauté Indonesia.

Janine Intansari - Beauty Vlogger

Visitors' Profile Statistics

15,648 VISITORS FROM
34 COUNTRIES AND REGIONS



Algeria



Australia



Bahrain



Belarus



Belgium



Cambodia



Canada



Czechia



China



Colombia



Denmark



France



Hong Kong



India



Indonesia



Iraq



Italy



Japan



Korea



Malaysia



Morocco



Pakistan



Philippines



Russia



Saudi Arabia



Singapore



Syria



Taiwan



Thailand



Turkey



United Kingdom



USA

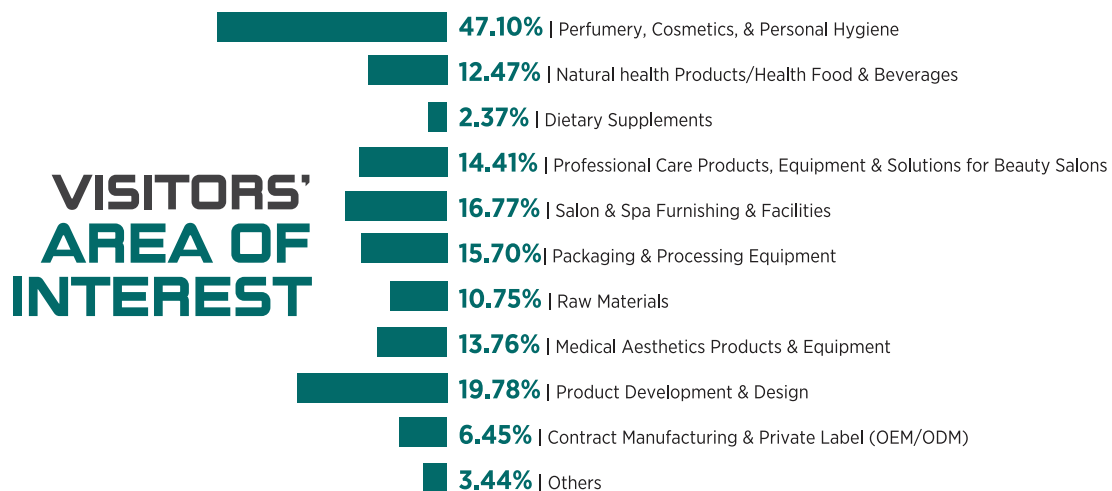
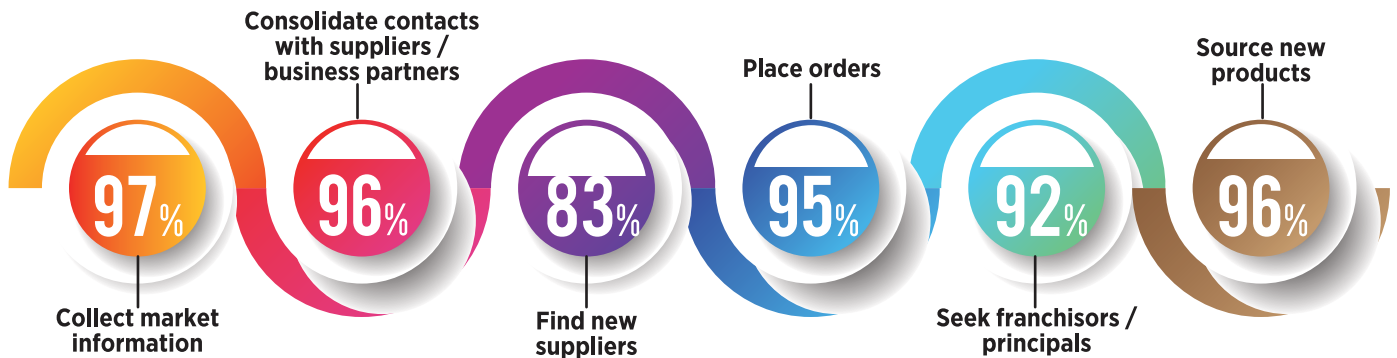


Vietnam



Yemen

VISITORS' OBJECTIVE IN THIS EXHIBITION



Exhibitors' Profile Statistics

THE EXHIBITORS

ARE FROM THE FOLLOWING COUNTRIES AND REGIONS:



China



Indonesia



Italy



Japan



Korea



Malaysia



Poland



Singapore



Taiwan



Thailand



Turkey



United Kingdom



USA



Vietnam

EXHIBITORS' PRIMARY BUSINESS ACTIVITY

2.92%

Academy and Institution

34.50%

Perfumery, Cosmetics, & Personal Hygiene

23.39%

Contract Manufacturing & Private Label (OEM/ODM)

26.90%

Professional Care Products, Equipment & Solutions for Beauty Salon

11.11%

Medical Aesthetics Products & Equipment

5.26%

Raw Materials

22.81%

Packaging & Processing Equipment

3.51%

Salon Furnishing Spa & Wellness Facilities

Brand-building
87%

Consolidate contacts with suppliers/business partners
87%

Collect market information
87%

Explore new markets
79%

Find new buyers
80%

Find franchise partners/agents
65%

Launch new products
75%

EXHIBITORS TOLD US
THEY WERE SUCCESSFUL IN

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INDONESIA'S LARGEST
BEAUTY TRADE EXHIBITION FOR

15 YEARS

FACT SHEET

EXPECTED NO OF
COMPANIES EXHIBITING



380
COMPANIES

EXPECTED NO OF
VISITORS



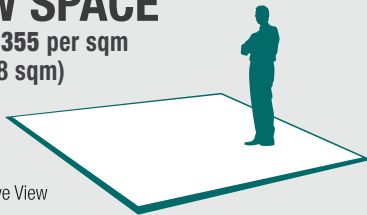
16,500
VISITORS

Participating Cost

BOOTH PACKAGES

OPTION 1: RAW SPACE

@ USD 355 per sqm
(min. 18 sqm)



Perspective View

OPTION 2: SHELL SCHEME

@ USD 385 per sqm
(min. 9 sqm)



Perspective View

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

HYBRID PACKAGES

OPTION 1: With Reception Desk

- 1x Reception Desk
- 3x Folding Chair
- 1x Electricity 2 Amp/1 phase
- 1x Laptop
- 1x Temp Staff
- 1x Hybrid Platform



OPTION 2: With Wooden Top Round Table

- 1x Wooden Top Round Table
- 3x Easy Armchair
- 1x Electricity 2 Amp/1 phase
- 1x Laptop
- 1x Temp Staff
- 1x Hybrid Platform



EXISTING EXHIBITOR - USD 3,000
NEW EXHIBITOR - USD 3,200

OPTION 3: Digital Showcase (Standard Package)

- Company Profile
- 1x Beauté Meeting Platform
- 3 of Product Showroom Image
- Brand Listing
- Live Chat
- 1:1 Video Meeting

USD 1,800

OPTION 4: Digital Showcase (Upgraded Package)

- Company Profile
- 1x Beauté Meeting Platform
- 3 of Product Showroom Image
- Brand Listing
- Live Chat
- 1:1 Video Meeting
- 1x EDM Blast

USD 2,000

Organised by:

Indonesia Sales

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