3 - 5
NOV 2022
JAKARTA
CONVENTION CENTER (JCC), INDONESIA
10AM - 7PM

Indonesia’s
LARGEST BEAUTY TRADE EXHIBITION
FOR 15 YEARS

HYBRID EDITION
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 next year. Cosmobeauté Indonesia 2022 will be giving you the online and live experience which will be held at Jakarta Convention Center (JCC), Indonesia from 3 to 5 November 2022.

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.
- 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.

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Market consumption volume increased with a CAGR of 6% between 2015 and 2019, to reach a total of 63.6 million units in 2020.

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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.
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 Indonesia 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 2022

**WHAT’S THE BENEFITS?**

<table>
<thead>
<tr>
<th>Benefit of Hybrid Exhibition</th>
<th>Benefit of Live Show Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase brand awareness of your company’s product</td>
<td>Gain new networking directly</td>
</tr>
<tr>
<td>Attending digital seminar sessions</td>
<td>Put your brand a head of your competitor in this new normal era</td>
</tr>
<tr>
<td>A valuable collection of data insights based on mutual interest</td>
<td>Stay updated with the current market situation</td>
</tr>
<tr>
<td>Reach a wider buyers from all over the world</td>
<td>Face-to-face communication and Beauté Meeting</td>
</tr>
<tr>
<td>Cost-effectiveness</td>
<td>Live products demo</td>
</tr>
</tbody>
</table>

**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.
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 202 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.

Events Highlights

Under the umbrella of the world-leading AMWC series of meetings in aesthetic medicine, the organizers of FACE UK are pleased to bring their esteemed brand to Bali in 2023. Participants of CBI 2022 in Jakarta will benefit from an exclusive sneak peak of this new event, through a soft launch which will feature expert speakers and industry leaders from the field.
**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

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

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.

Mahrunisa – Supplier, Distributor & Importer East Jakarta
15,648 VISITORS FROM 34 COUNTRIES AND REGIONS

VISITORS’ OBJECTIVE IN THIS EXHIBITION

- Consolidate contacts with suppliers/business partners: 97%
- Collect market information: 96%
- Find new suppliers: 83%
- Place orders: 95%
- Seek franchisors/principals: 92%
- Source new products: 96%

VISITORS’ AREA OF INTEREST

- Perfumery, Cosmetics, & Personal Hygiene: 47.10%
- Natural health Products/Health Food & Beverages: 12.47%
- Dietary Supplements: 2.37%
- Professional Care Products, Equipment & Solutions for Beauty Salons: 14.41%
- Salon & Spa Furnishing & Facilities: 16.77%
- Packaging & Processing Equipment: 15.70%
- Raw Materials: 10.75%
- Medical Aesthetics Products & Equipment: 13.76%
- Product Development & Design: 19.78%
- Contract Manufacturing & Private Label (OEM/ODM): 6.45%
- Others: 3.44%
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

- Academy and Institution: 2.92%
- Perfumery, Cosmetics, & Personal Hygiene: 34.50%
- Contract Manufacturing & Private Label (OEM/ODM): 23.39%
- Professional Care Products, Equipment & Solutions for Beauty Salon: 26.90%
- Medical Aesthetics Products & Equipment: 11.11%
- Raw Materials: 5.26%
- Packaging & Processing Equipment: 22.81%
- Salon Furnishing Spa & Wellness Facilities: 3.51%

EXHIBITORS TOLD US
THEY WERE SUCCESSFUL IN

- 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%
## Participating Cost

### BOOTH PACKAGES

**OPTION 1: RAW SPACE**  
@ USD 355 per sqm  
(min. 18 sqm)

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

**OPTION 2: SHELL SCHEME**  
@ USD 385 per sqm  
(min. 9 sqm)

### HYBRID PACKAGES

**OPTION 1: With Reception Desk**

- 1x Reception Desk  
- 3x Folding Chair  
- 1x Electricity 2 Amp/1 phase

**OPTION 2: With Wooden Top Round Table**

- 1x Wooden Top Round Table  
- 3x Easy Armchair  
- 1x Electricity 2 Amp/1 phase

**OPTION 3: Digital Showcase (Standard Package)**

- Company Profile  
- 1x Beau\textit{t}é Meeting Platform  
- 3 of Product Showroom Image  
- Brand Listing  
- Live Chat  
- 1:1 Video Meeting  

**OPTION 4: Digital Showcase (Upgraded Package)**

- Company Profile  
- 1x Beau\textit{t}é Meeting Platform  
- 3 of Product Showroom Image  
- Brand Listing  
- Live Chat  
- 1:1 Video Meeting  
- 1x EDM Blast

### Existing Exhibitor - USD 3,000

### New Exhibitor - USD 3,200

For any enquiries, please contact:

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