

# cosmobeauté

**12th Edition** International Exhibition on  
Aesthetic, Beauty, Cosmetic, Hair, Nail & Spa

Indonesia 2017

## POST SHOW REPORT

**12 - 14 October 2017**

Hall A & B, Jakarta Convention Center (JCC), Jakarta, Indonesia

**The Largest Beauty  
Trade Exhibition in Indonesia**

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

# OVERVIEW



## The Largest Beauty Trade Exhibition in Indonesia Reassured Its Status With Greater Success!

Cosmobeauté Indonesia 2017 successfully concluded its 12th edition achieving heights of 14,572 beauty trade visitors meeting a total of 294 exhibitors at the extended larger space – Hall A & B, Jakarta Convention Center (JCC), Indonesia from 12 – 14 October 2017!

“With the significant increased numbers of exhibitors this year, trade visitors and potential buyers are impressed with the exceptional wide array of products and services showcased for cosmetics, skin cares, hair & nail care, spa, aesthetics, make up and other aspects of beauty industry,”

**Ms Juanita Soerakoesoemah**  
Managing Director of PT Prakarsa Sinergi Utama

Date: 12 – 14 October 2017  
Venue: Hall A & B, Jakarta Convention Center (JCC)  
Jakarta, Indonesia



**294** Number of Exhibitors

**14,572** Number of Visitors

**12** Exhibiting Countries

**5** Country Pavilions

**11,000sqm**  
Gross Exhibition Area



**400** Beauty Brands

# VISITOR PROFILE

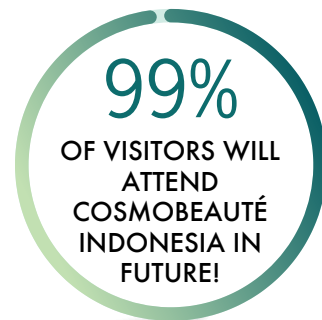
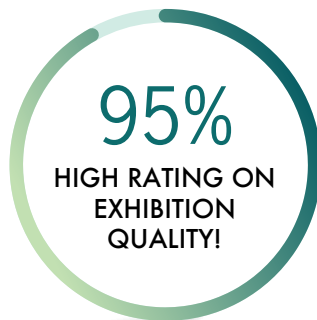
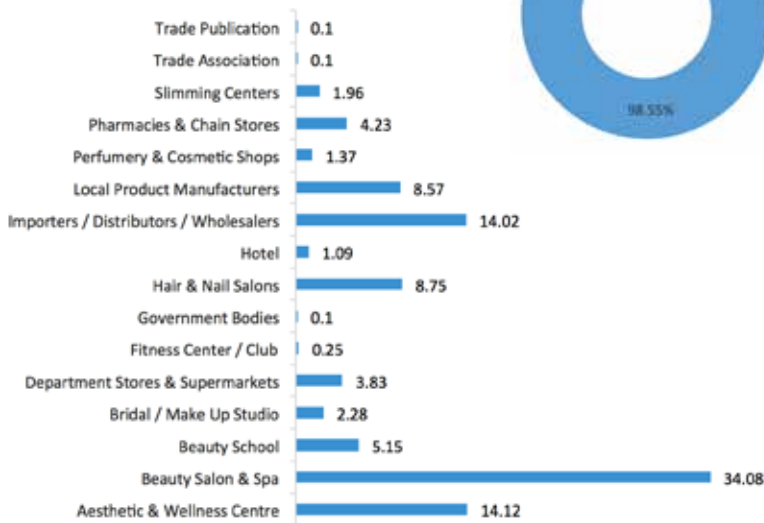


## Visitors By Country



COUNTRY	PERCENTAGE %
ARAB	0.02%
AUSTRALIA	0.02%
CANADA	0.01%
CHINA	0.21%
DUBAI	0.01%
HONG KONG	0.02%
INDIA	0.05%
INDONESIA	98.55%
JAPAN	0.03%
KOREA	0.13%
MALAYSIA	0.28%
PAKISTAN	0.08%
PHILIPINES	0.05%
SINGAPORE	0.09%
SOUTH KOREA	0.04%
SWITZERLAND	0.01%
TAIWAN	0.15%
THAILAND	0.06%
TURKEY	0.06%
UGANDA	0.01%
UNITED KINGDOM	0.03%
UKRAINE	0.01%
UNITED STATES OF AMERICA	0.02%
VIETNAM	0.03%
<b>TOTAL</b>	<b>100.00%</b>

## Visitors Nature of Business



## Quote from Visitors:



**“Cosmobeauté has improved Indonesia’s cosmetic market”**  
Erick Iskandar  
President Director of PT Wastu Indah Naraya Indonesia  
(Importer & Manufacturer of Cosmetic Products)



**“A must visit exhibition with varieties of brands and products.”**  
Aisya Zulaikha Binti Has Tuah  
Director of Beautypreneur Sdn Bhd Malaysia  
(Beauty Entrepreneur)



**“I felt confident seeing overseas distributors who are also interested in Indonesian products”**  
Dr. Yvonne  
PT Musim Multi Cantik, Indonesia  
(Beauty Product Manufacturer)



**“I’m able to source for many new beauty products and technologies for my company!”**  
Tjandra Sundari  
Owner of Eve Spa, Indonesia  
(Spa Centre)

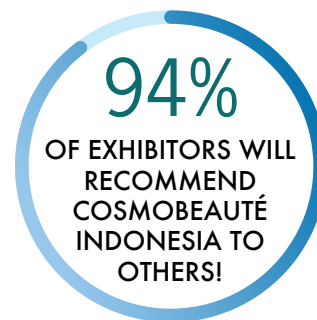
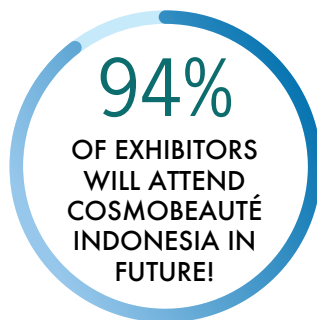
# EXHIBITOR PROFILE



COUNTRY	PERCENTAGE %
China	14.63%
Hong Kong	1.02%
Germany	0.68%
Indonesia	42.52%
Italy	1.02%
Korea	15.65%
Malaysia	5.10%
Poland	2.38%
Singapore	3.40%
Taiwan	11.22%
Thailand	2.04%
USA	0.34%
TOTAL	100.00%

Latest products showcased by exhibitors ranging from:

- Perfumery, Cosmetics, Professional care
- Hair care, Skin care & Nail products
- Personal Hygiene Products
- Natural Health Products. Health Food & Beverages
- Dietary Supplements
- Equipment & Solution for Beauty Salons
- Salon Furnishing Spa & Wellness Facilities
- Packaging & Processing Equipment
- Contract Manufacturing & Private Label (OEM/ODM)
- Raw Materials
- Medical Aesthetic Product & Equipment Product
- Development and Design
- Herbal Medicine



## Quote from Exhibitors:



**“Good opportunity to explore local beauty market.”**

Karolina Golawska  
Business Relations Manager of  
Ava Laboratorium, Poland (Cosmetics)



**“Satisfied with the platform to search for future distributors for our products.”**

Claudio Gallina  
Manager of Previa Spa, Italy (Spa Products)



**“We found a local partner to distribute our products through this exhibition.”**

Frank Berger  
Export Manager of Jean D'Arcel Cosmetique,  
Germany (Skin Care)



**“The organiser has done a great job.”**

Long Nguyen  
Vice President of LA Splash Cosmetics, USA  
(Cosmetics manufacturer)

# EXHIBITION HIGHLIGHTS

## International Pavilions

With the participation of 5 country pavilions including Korea, Taiwan, Thailand, Poland and Singapore, visitors are able to find out more about their latest beauty products, innovation and technologies.



## BEAUTÉ MEETING

Cosmobeauté Indonesia provide the most trustworthy platform for exhibitors, manufacturers, suppliers, importers, distributors and other trade visitors to engage in face to face business meeting.



**149** Trade Buyers Participated **67** Business Meeting Conducted



**"Many exhibitors with latest beauty innovation"**  
Charles Ouzen  
CEO of PT Ouzen Anugerah Indonesia  
(Online Beauty Store)



**"This year's exhibition is bigger and better!"**  
Henny Santoso  
Owner of CV Sumber Harapan Sentosa,  
Indonesia (Importer)



**"Most promising beauty trade exhibition in Indonesia"**  
Freddy Wirawan  
Managing Director of Silahqan.com ,  
Indonesia (E-Commerce)



**"Cosmobeauté, a sourcing platform that I will never miss."**  
Ricky Wijaya  
Owner of PT Bintang Mahkota Jayarata Indonesia  
(Industrial Equipment & Supplies)

## High-Tea Session With Local Retailers & International Exhibitors

Gathering of local retailers and international exhibitors to discuss on the potential business for international brands in retail business in Indonesia. Local retail companies such as SOGO, CENTRO, PT SARINAH, WATSON, SILAHQAN.COM, BLIBLI.COM and more participated in the discussion.



# EVENT HIGHLIGHTS



Cosmobeauté Indonesia working hand in hand with Salon Pro once again presenting award to Inspiring Icons & Rising Stars of Indonesia's Beauty Industry. The awards given including Rising Star Hairdresser, Rising Star Make Up Artist, Rising Star Specialist Doctor, Rising Star Aesthetic & Anti-Aging Doctor, Rising Star Nail Artist, Rising Star Beauty & Spa Therapist, Personality of The Year and Lifetime Achievement award.

**RISING STAR HAIRDRESSER**  
Ms. Diana Hadisuwarno



**RISING STAR MAKE UP ARTIST**  
Mr. Anpa Suha



**RISING STAR SPECIALIST DOCTOR**  
dr. Irmadita Citrashanty, Sp.KK



**RISING STAR AESTHETIC & ANTI-AGING DOCTOR**  
Dr. C. W. Andralia K, MSc (UK),  
DLSHTM, ABAARM, Acp



**RISING STAR NAIL ARTIST**  
Ms. Suci Wulandari



**RISING STAR BEAUTY & SPA THERAPIST**  
Ms. Shella Fitria



**PERSONALITY OF THE YEAR**  
Mr. Lie Kuang



**LIFETIME ACHIEVEMENT**  
Dr. Kusumadewi Sutanto



# EVENT HIGHLIGHTS

## cosmohair Salon Festival INDONESIA

# AHMA

ASIA HAIR MASTERS ASSOCIATION  
>PROJECT REGROUP

### 7th AHMA HAIR & STYLING AWARD 2017 AHMA 7th ANNIVERSARY HAIR SHOW

Asia Hair Master Association (AHMA) Hair & Styling Awards and Hair Show successfully concluded its 7th edition in conjunction with Cosmobeauté Indonesia 2017.

Contestants from across the world competed in 4 different groups which include Young Talent Group, Up Styling Group, Urban Styling Group and Creative Design Group with by international judge panel which are Ms Dai Mei Ying, Dato Mike Loh, Mr Gary Woo, Mr Patrick Chu, Mr Philip George, Mr Tomohiro Numayama, Ms Zoe Ong, Mr Kenny Wong, Mr Rudy Hadisuwarno, Mr Ryoji Sakate, Mr Kiefer Lippens, Mr Herry Sudardja, Mr An Young, Mr Cassidy Dung, Mr William Lin, Mr Jimmy Chan, Mr Leo Wong, Mr Jonki Pitoi, Mr Lok Chan and Mr Dexter Chiew from Taiwan, Malaysia, Hong Kong, Britain, Japan, Indonesia, Netherlands and China.



International well-known stylists presented an outstanding hair show with the theme of “Sky’s The Limit”. The 4 international teams include Hong Kong Team, Salon Team, Master Team + Young Talent Team and Malaysia Team.



# EVENT HIGHLIGHTS

## 3rd ASEAN Creative Make Up Competition 2017

The 3rd ASEAN Creative Make Up Competition gathered professional make up artists in Indonesia to unleash their creativity on the theme of "Flowers of the World" in "Creative Make Up" & "International Bridal Make Up" categories.



### International Judges



**Mr. Jacky Timurtius**  
Artistic Team of DPP Tiara Kusuma  
(Association of Beauty & Entrepreneurs Salon Indonesia)



**Dr. Kusumadewi Sutanto, M.Pd**  
Principal of Lembaga Pendidikan dan Pelatihan Mooryati Soedibyo  
(Beauty & Treatment Training Center)



**Ms. Henni S. Noegraha**  
Chief Editor of Salon Pro Magazine



**Ms. Agnes Lim Kyin Po**  
National Educator of Revlon Professional Myanmar



**Mr. Avier Ng**  
President of Malaysian Hairdressing Association

Through all the educational programs and competition, audience get to know more about nail, make up and hair doing skills.  
**Ms. Agnes Lim**

It's a great exposure especially for younger generation beautician to participate in these competition."  
**Dr. Kusumadewi**

## Winners of 3rd ASEAN Creative Make Up Competition 2017

### Creative Make Up



**Ms. Ratna Sari Ningtyas**



**Mr. I Ketut Suarna**



**Mr. Deny Hakim**

### International Bridal Make Up



**Mr. Aan Anshori**



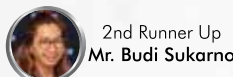
**Mr. Metty**



**Mr. Deny Hakim**



**1st Runner Up  
Ms. Fitria Zakiah**



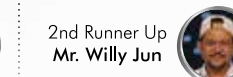
**2nd Runner Up  
Mr. Budi Sukarno**



**3rd Runner Up  
Ms. Nadia Kaulika**



**1st Runner Up  
Ms. Yuli Yanti Hutagaol**



**2nd Runner Up  
Mr. Willy Jun**



**3rd Runner Up  
Mr. Dedy Setyadi**



**Most Favorite  
Mr. Deny Hakim**



**Most Talented  
Mr. Oppa Adams**



**Most Favorite  
Mr. I Ketut Suarna**



**Most Talented  
Ms. Yuli Yanti Hutagaol**



# EVENT HIGHLIGHTS

## cosmohair Salon Festival INDONESIA

### Classic & Modern Haircut for Men Indonesia Barbershop Association



### Stars Improvement Hair Show Tiara Kusuma

Tiara Kusuma



### Beautifying Globally Hair and Make Up Show Puspita Martha International Beauty School

Puspita Martha International Beauty School



### Graduation Day 2017 The Beginning of Bright Future Rudy Hadisuwarno School

Rudy Hadisuwarno School



### Vivid Hair Collection MAKARIZO

MAKARIZO



# EVENT HIGHLIGHTS

## SpaFocus



In collaboration with Indonesia Spa Therapist Association (ASTI), Ms. Naning Fatmandari L and Ms. Vienna Latifahsari shared about the role of Indonesia Spa Therapist Association & Cupping Massage Technique Demonstration.

Followed by Spa Day Competition, contestants from different region of Indonesia showed their talent, skill and knowledge as a spa therapist on body massage, body scrub and body mask categories. Judges of Spa competition are Ms. Dani Miranda, Ms. Lastiani Warih Wulandari and Ms. Susanti Syamsudin.

## cosmodaesthetic INDONESIA Seminar & Workshop

### Skin Hyperpigmentation



6 aesthetic experts shared their knowledge and experience on the topic of "Skin Hyperpigmentation". The seminar attracted aesthetic doctors from all over the Indonesia.

- dr. Silvia Veronica, Sp.KK • dr. Lilik Norawati, Sp.KK, FINSVD, FAADV •
- dr. Sjarif M. Wasita Atmadja, Sp.KK(K), FINSVD, FAADV • Dr. dr. Irma Bernadette, Sp.KK(K), FINSVD •
- dr. Abraham Arimuko, Sp.KK, MARS, FINSVD, FAADV • dr. Lili Legiawati, Sp.KK(K), FINSVD, FAADV •

### Skin & Anti-Aging



Another session of Aesthetic Seminar focused on aesthetic business management and problems about skin and anti-aging. The seminar is discussed by 4 experts from aesthetic industry.

#### Topic:

- All About Acne • Melisma and Anti Aging Treatment • Management In Running Aesthetic Clinic Business •

#### Speakers:

- dr. Nenden Lilis Setiasih, Sp.KK, FINSVD, MM • dr. Nur Dalilah, Sp.KK •
- dr. Dian Andriani R.D, Sp.KK, M.Biomed (AAM), MARS • dr. Ida Lisdawati, MARS, Dipl. CIBTAC •

# EVENT HIGHLIGHTS

## Semi-Permanent **MakeUp** FOCUS

Cosmobeauté World Semi Permanent Make Up Master Classes Conference & Championship



Co-organised by Korea International Academy of Beauty Medicine (KIBM), 3 international speakers – Mr. James Olaya (Brazil), Ms. Park Seo Yeon (Korea), and Mr. Anan (Thailand) shared their expertise to the audience.

Besides the seminar, the championship allows the contestants to demonstrate their skills in semi- permanent make up and microblading. International judges are from Brazil, Korea, Thailand, Indonesia, Philippines and China.

## Beauty Seminars



Cosmobeauté Indonesia provide an educational platform for visitors during the 3 days exhibition to enhance their knowledge and latest information on aesthetic, anti-aging, make up, beauty business management, and many more. More than 30 free entry sessions were conducted by beauty experts.

# BEST BOOTH AWARDS



We are on Social Media! Spot your photos here!



Cosmobeaute Indonesia



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Cosmobeauté Asia



www.cosmobeauteindonesia.com

RESERVE YOUR SPACE, 13th EDITION AWAITS YOU!

## 11 - 13 OCTOBER 2018

ORGANISED BY:



PRAKARSA



ITE INDONESIA



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