



**ASEAN**

Cosmetic Association



ASEAN Cosmetics Association

**COSMETICS**  
**LEADERS**  
**FORUM**  
**2015**  
**BEYOND**

**ASEAN INTEGRATION:  
OPPORTUNITIES & CHALLENGES**

5<sup>TH</sup> MAY 2015, Borobodur Hotel, Jakarta, Indonesia



# ASEAN'S **LARGEST** GATHERING FOR BEAUTYPRENEURS, STATE LEADERS, COSMETICS LEADERS, & RELATED INDUSTRY LEADERS



## SHAPING THE FUTURE OF COSMETICS BUSINESS

Despite the challenging economic scenario around the region and across the world, ASEAN has maintained its steady climb as the new economic powerhouse of the world. In order to grow, ASEAN Beautypreneurs, Cosmetics Leaders and Related Industry Leaders need to connect and collaborate to create a synergistic business environment and take sustainable actions to propel their businesses to greater objectives.

The ASEAN Cosmetic Leaders Forum 2015 (ACLF 2015) will gather highly reputable beautypreneurs, executive leaders of beauty related businesses and senior government leaders to meet and share their visions on the most urgent issues in this dynamic region of the world. Such Executive forum, which is organised by leaders for leaders will be a platform for all attendees to strengthen the relationship by leaders for leaders, will be a platform for all attendees to strengthen the relationship, share experiences & insight, and identify regional challenges & opportunities to shape ASEAN towards a more responsible, sustainable and integrated socio-economic market.

## NETWORKING & GATHERING ACTIVITIES



### LEADERSHIP DIALOGUE

Gain insights from states leaders, cosmetics industry leaders, successful beautypreneurs and leading Halal institution.

Take an active role in shaping ASEAN's entrepreneurship agenda and be part of a ground breaking history to leading ASEAN to the economic forefront.



### NETWORKING LUNCH & COCKTAIL PARTY

Network with other business owners, business executives, government officers and exchange thoughts with other leaders in semi-formal settings, hosted by ASEAN Cosmetic Association and PERKOSMI, while auditioning Beauty and Fashion Show of Cosmetic Trend that will be performed by leading ASEAN Cosmetics and Herbal Producers.



### BUSINESS MATCHING

Meet with potential business partners and relevant government agencies to explore and bring your business into new integrated regional markets successfully.

Explore prospective business partners as well as exploration of new services and products for your business expansion.



## AGENDA

# ASEAN COSMETICS LEADERS FORUM 2015\*

### 5TH MAY 2015

08:00 - 08:45	<b>Registration</b>	14:30 - 15:00	<b>Sharing Experiences in Treasure Discovery</b> <i>Proposed speakers: MNC (Unilever, Amway, Oriflame, Beiersdorf, L'Oreal – all tbc.) and Indonesian Company (Cosmar etc.) who Success in the Regional Market</i>
08:45 - 09:30	<b>Opening of the Forum</b>		
08:45 - 08:50	<b>Opening ceremony</b> <i>By Mrs. Juanita Aditiawan, the Head of Organising Committees</i>	15:00 - 15:15	<b>Panel Discussion Session 3</b> <i>Moderator: Mr. Sancoyo Antarikso (Perkosmi)</i>
08:50 - 09:00	<b>Welcome Remarks</b> <i>By Mrs. Nuning S. Barwa, President of ASEAN Cosmetics Association</i>	15:15 - 15:30	<b>Tea/ Coffee Break</b>
09:00 - 09:30	<b>Opening Speech</b> <i>Proposed: The Indonesian Health Minister (tbc.)</i>	15:30 - 16:45	<b>Session 4: Indonesia in a New Paradigm</b> <b>Objective: Think Big, Start Small, Act Fast, Strive for Continual Innovation. Globalization Strategy of Indonesian Beautypreneur Pioneers.</b>
09:30 - 09:45	<b>Tea/ Coffee Break</b>		<b>Conquer New Market through Government Empowerment</b> <i>Proposed keynote speaker: The Minister of Indonesia Foreign Affairs (tbc.)</i>
09:45 - 10:45	<b>Session 1: Shaping Up the Future Cosmetic Business Leaders in 2020</b> <b>Objective: Strategy and Policy to Winning the Single Vision. Strategy to Foster, Leverage and Energise Start-Up and Regional SMEs as the Backbone of the AEC in Response to an Economic Climate which will Contribute to its Sustainability for the benefit of Society as a Whole.</b>	15:30 - 16:00	<b>Local Wisdom Go Global</b> <i>Speaker by Dr. Martha Tilaar, Founder and Commissary of PT. Martina Berto Tbk., Martha Tilaar Group</i>
09:45 - 10:15	<b>The Future of Beauty Industries &amp; Services in the Context of ASEAN Integration</b> <i>Proposed keynote speaker: The Chair of Association of South East Asian Nations (tbc)</i>	16:00 - 16:15	<b>The Splendor Buzz</b> <ul style="list-style-type: none"><li>Halal Cosmetic Highlight (16:15 - 16:45) <i>Proposed speaker: from Chair of LPPOM MUI (tbc.)</i></li><li>Industry Experience (16:45 - 17:00) <i>Speaker by Dra. Nurhayati Subakat Apt., Founder and CEO of PT. Paragon Technology &amp; Innovation</i></li></ul>
10:15 - 10:45	<b>Indonesia Trade Policy to Leverage and Stimulate Cosmetics Business towards Free Trade Scheme</b> <i>Proposed keynote speaker: The Indonesian Trade Minister (tbc.)</i>	16:15 - 17:00	<b>Panel Discussion Session 4</b> <i>Moderator: Dra. Dewi Rijah Sari Apt.MSi. (ACA)</i>
10:45 - 12:30	<b>Session 2: Setting the Scene for 2020</b> <b>Objective: Highlight on Cosmetic Regulations, Government Policy and Regional Beauty Market Trend</b>	17:00 - 17:15	<b>Session 5: Arising Regional Power</b> <b>Objective: Optimizing Creation of Successful Multi Stakeholders Partnership and Cosmetic Digital Innovation Marketing to Globalize Your Business.</b>
10:45 - 11:15	<b>Overviews on Cosmetic Regulatory Framework and Policy to Accelerate Development of SMEs Potential Dealing with ASEAN Market Integration.</b> <i>Proposed speaker: the Head of National Agency of Drug and Food Control (tbc.)</i>	17:15 - 18:15	<b>Let Me Help You to Reach Your Dreams</b> <i>Proposed speakers: from RM/PM Supplier, Logistic Companies (tbc.)</i> <ul style="list-style-type: none"><li><b>Strategy of Perfumes and Fragrance Producers to Support Your Unique Selling Proposition</b> <i>Proposed speaker: The Chair of Fragrance Association (tbc.)</i></li><li><b>Logistic Company Approach to Amplify Your Distribution Coverage</b> <i>Proposed speaker: The Chair of Logistic and Distribution Association (tbc.)</i></li></ul>
11:15 - 11:45	<b>Aspects of the ASEAN Harmonised Cosmetic Regulatory Scheme</b> <i>Proposed speaker: The Chair of ASEAN Cosmetics Committee (tbc.)</i>	18:15 - 18:45	<b>Expand Your Cosmetic Business Sustainability through Digital Media Innovation</b> <i>Proposed speakers: from Google/ Alibaba/ LAZADA/ Yahoo (tbc.)</i>
11:45 - 12:20	<b>The Regional Beauty Market &amp; Trend in 2020</b> <i>Proposed speaker: AC Nielson / Mintel</i>		<b>Panel Discussion Session 5</b> <i>Moderator: Mrs. Anna Anastacio (ACA)</i>
12:20 - 12:30	<b>Panel Discussion Session 2</b> <i>Moderator: Mrs. Chau Giang Le (ACA)</i>	18:45 - 19:00	<b>Cocktail Party, ASEAN SME's Exhibition &amp; Cosmetic Fashion Show</b> <i>Exhibition by SMEs (members of ACA) &amp; Fashion Show (Target: Sari Ayu Trend Papua Fashion Show)</i>
12:30 - 13:30	<b>Hosting Business Luncheon</b> <i>Proposed host by the Governor of Special Capital Region of Jakarta.</i>	19:00 - end	
13:30 - 15:15	<b>Session 3: ASEAN Economy Community for My Business</b> <b>Objective: Trading and Investing in a Smart Economy. Long Term Mission, Strategy and Action Plans of Successful Cosmetics Companies Invested in ASEAN Countries.</b>		
13:30 - 14:30	<b>Regional and Country Strategy towards AEC</b> <i>Proposed speakers:</i> <ul style="list-style-type: none"><li>The Head of Indonesian Investment Coordinating Board (tbc.)</li><li>From ASEAN Countries (Head of Investment Board / Business Chamber of Malaysia &amp; TH/VN) (tbc.)</li></ul>		

**\*Note: All speakers are to be confirmed**