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Embassy of Switzerland
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 **SWITZERLAND
GLOBAL
ENTERPRISE**

enabling new business

7 – 8 Oct 2019: Kuala Lumpur | Malaysia

9 Oct 2019: Jakarta | Indonesia

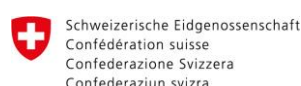
BEAUTY INDUSTRY MISSION TO MALAYSIA & INDONESIA



OFFICIAL PROGRAM



CO-OPERATING PARTNER



About Malaysia

With a population of over 30 million, Malaysia has a dynamic and diversified economy and continues to enjoy robust growth in consumer spending. With the robust GDP growth of 5% per annum, consumer sentiment has improved and more Malaysians now have better purchasing power in the pursuit of premium products.

STRONG MARKET GROWTH & OPTIMISTIC FORECAST.

Malaysia's strategic location in the heart of South East Asia makes it a natural gateway to emerging economies of the surrounding regions and an attractive regional hub. As the economy grows stronger and purchasing power has increased, consumers are more willing to indulge themselves.

Competition in the market is increasing and niche products are highly sought after as consumers are willing to pay more for premium products in order to achieve a better look, reverse signs of ageing, as well as maintaining a healthy skincare regime.

According to Euromonitor statistics, the total market size for sales of beauty and personal care products in Malaysia is at MYR 8161 million (CHF 2 billion) in 2017 and set to grow on a steady rate of 6% with a large share of market contributed by imported brands. The current retail performance is led by skincare followed by colour cosmetics.

Amidst the large number of imported beauty products circulating in the market, established brands from Europe and United States excel as 'better and more reliable quality' in perception among Malaysians.

CURRENT TRENDS IN MALAYSIA:

- a) Rising share of premium brands.
- b) Stronger preference for natural ingredients and growth of pharma skin care products.
- c) Consumers are pampered with home care products.
- d) Increasing number of mono-brand specialist retailers.
- e) Anti-aging and skin brightening products leading in demand.

WHY SHOULD YOU JOIN THIS MISSION?

1. Discover the opportunity to explore ASEAN market of 650 million population; one of the largest in the world. Malaysia is one of the countries overseeing and regulating the Asean Cosmetics Directives. Therefore, if brands are able to get notification in Malaysia, it is easy to penetrate other ASEAN countries.
2. Find hidden opportunities in various distribution channels and the strategy to enter each segment. Skin care brands in Malaysia engage in multi-channels retailing to target the widest consumer group. While modern retailers possess strong distribution shares, other distribution channels such as online ecommerce and home-shopping are also taking a huge market share. In fact, beauty products top the category list of online shopping in Malaysia.
3. Learn about Halal certification and how to tap on this massive market with your products. The growing importance of Halal-certified products amongst the Muslim population in the world is a global phenomenon. Thomson Reuters estimates that Muslim consumers will account for USD 73 billion worth of spending on cosmetics by 2019, or 8.2 percent of the global expenditure.
4. Take advantage of the growing middle class in Malaysia. Malaysians increasingly favor skin care products incorporating natural ingredients with healthier claims. Swiss wellness brands benefit from respectable image of being high superior quality in Malaysia.

About Indonesia

As the largest market in Southeast Asia with a GDP of USD 1 trillion and a population of 260 million, analysts predict that Indonesia will rise up to the top five Asian markets for cosmetics in the years to come.

12 to 15 percent of the population is estimated to be in the middle to high income range. These consumers, who primarily live in the big cities, can afford to buy high-end imported products. For this group of the population, high quality, trends and brand names play an important role when making personal choices.

RISING DEMAND FOR BEAUTY & PERSONAL CARE PRODUCTS

Based on data from Beauty Market Survey (BMS), were obtained through Nielsen and Euromonitor, the value of Indonesia's cosmetics industry was estimated at IDR 36 trillion (approx. USD 2.7 billion) in 2016, up around 12 percent from the previous year.

The Swiss dermo-cosmetic brand, La Prairie, for example, has been active in Indonesia for more than 20 years. A new luxury store and clinic was inaugurated in November 2016. Other Swiss brands existing in the local market are MAVALA, VALMONT, and YS.UZAC.

Premium Swiss brands enjoy a positive image which stands for highest quality and offers natural products.

Indonesian import of essential oils, cosmetic and skin care products Products in HS code chapters 33 and 34 (in million USD) from 2012 to 2017 (August)

2012	2013	2014	2015	2016	January – August 2016 – 2017	
Essential oils and resinoids, perfumery, cosmetics or toilet (HS 33)						
861.7	1,101.5	1,027.6	962.6	1,043.3	700.37	710.92
Soap, washing preparations, lubricating preparations, waxes (HS 34)						
581.8	552.7	567.9	493.8	491.4	324.51	357.28

Source: Indonesian Ministry of Trade

FIVE REASONS WHY EXPORTS AND A MARKET ENTRY FOR SWISS COSMETICS BRANDS TO INDONESIA MATTER:

1. Missing the opportunity and enhancing the presence today would be similar to avoiding China over the past decade – indeed a costly mistake.
2. The growing middle class offers Swiss brands excellent opportunities. The population is expected to grow from 260 million to over 300 million by 2030. This demographic shift represents one of the key growth drivers.
3. Besides being the largest economy in Southeast Asia, Indonesia is also a member of G20 and as 16th country, has recently joined the USD “One-Trillion-GDP-Club”.
4. The important development of modern retail. In Jakarta alone, more than 100 shopping centers have been registered. More than 10 percent of them are intended for high-end or luxury imported products.
5. The local market continues to grow >5% on GDP level boosting consumption and investment.

Contact

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MALAYSIA PROGRAM HIGHLIGHTS

- One to One business meeting with potential importers & distributors.
- Visit Beauty Expo 2019 in Kuala Lumpur.
- Seminar and network with beauty industry experts in skincare/ cosmetics registration procedures and Halal certification agency.
- Guided store visits to prominent physical retailers in personal care.
- Meet and network with well-known home-shopping company in Malaysia.

PROPOSED PROGRAM

6th Oct 2019, Sunday:

- Arrive Kuala Lumpur and check in hotel.

7th Oct 2019, Monday (full day):

- Visit Beauty Expo KLCC.
- Presentation on registration requirement and halal certificates.
- Store visits in KL
- Presentation and network with home-shopping company

8th Oct 2019, Tuesday (full day):

- One to one business meetings with potential importers and distributors. (5 to 6 companies)
- End of Program / Depart with add-on option to Indonesia in the evening.

INDONESIA - ADD ON OPTION

Take advantage of your visit to Southeast Asia and take the opportunity to also explore the Indonesia market.

EXTENSION JAKARTA

9th Oct 2019, Wednesday (full day)

- Presentation on Indonesian cosmetic market and regulation
- One to one business meeting with selected potential cosmetic distributors (3 to 4 meetings/ company)
- Store visits in Jakarta
- End of program / Possible flight departure in the late evening from Jakarta

REGISTRATION DEADLINE

31 July 2019

CANCELLATION FEE AFTER OFFICIAL ENROLMENT

Before 15.08.2019: 50% of fee

After 15.08.2019: 100% of fee

Registration

Beauty Mission to Southeast Asia:
7 - 8 October 2019, Kuala Lumpur
9 October 2019, Jakarta



I would like to register for the “Beauty Mission to Malaysia – Swiss cosmetics and beauty products”

OPTION 1: MALAYSIA ONLY
Beauty Mission Kuala Lumpur

Price per participant excluding VAT:
Participation for S-GE gold members: CHF 2'350.-
Participation for S-GE silver members: CHF 2'500.-
Participation for SKW members: CHF 2'500.-
Participation for Non S-GE members: CHF 2'650.-

OPTION 2: MALAYSIA & INDONESIA
“Package” Beauty Mission Kuala Lumpur and Jakarta

Use Option 1 and benefit from your presence in the region to explore the Indonesian market, the largest market in ASEAN, and a most interesting growth market. **We can offer tailor made visits along your schedule and preference in Indonesia.** Spend one full day in Jakarta market after Kuala Lumpur and you get 3-4 B2B match making meetings with dedicated importers/distributors and opportunities for guided store checks. Inquire more details and conditions.

Price per participant excluding VAT:
Participation for S-GE gold members: CHF 3'950.-
Participation for S-GE silver members: CHF 4'200.-
Participation for SKW members: CHF 4'200.-
Participation fee for non S-GE members: CHF 4'450.-

Included in the price:

- All transports logistics on the ground.
- All meals (lunches and dinners).
- Facilities for B2B business matching meetings.

Excluded:

- Flights and Airport transfers
- Accommodation*

* Participants are able to enjoy special rate for accommodation provided to Embassy of Switzerland in Malaysia and Indonesia.

CANCELLATION FEE AFTER OFFICIAL ENROLMENT

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After 15.08.2019: 100% of fee

YOUR CONTACT INFORMATION

COMPANY

LAST NAME

FIRST NAME

POSITION

STREET

PO BOX

POST CODE, TOWN

CELL PHONE

E-MAIL

PLACE / DATE

SIGNATURE

Please sign and return registration form latest by July 31, 2019 to:

Switzerland Global Enterprise
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