Draft ACLF 2015 Agenda 16 April 2015

08:00 - 08:45  Registration

08:45 – 09:30  Opening of the Forum
08:45 – 08:50  Opening ceremony
   By Mrs. Juanita Aditiawan,
   the Head of Organising Committees

08:50 – 09.00  Welcome Remarks
   By Mrs. Nuning S. Barwa,
   President of ASEAN Cosmetics Association

09:00 – 09:30  Opening Speech and Keynote Speaker:
   Proposed: the Indonesian Health Minister (tbc.)

09:30 - 09:45  Tea/ Coffee Break

09:45 - 10:45  Session 1: Shaping Up the Future Cosmetic Business Leaders in 2020
   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.

09:45 – 10:15  Government Support to Foster and Enhance Competitiveness of Cosmetic Industry to Outreach ASEAN Integration
   Keynote Speaker: Mr. Saleh Husin, the Indonesian Industrial Minister

10:15 – 10:45  The Future of Beauty Industries & Services in the Context of ASEAN Integration
   Speaker: Dr. Ho Quang Trung, Director Market Integration Directorate of the ASEAN Secretariat.

10.45 - 12:30  Session 2: Setting the Scene for 2020
   Objective: Highlight on Cosmetic Regulations, Government Policy and Regional Beauty Market Trend

   Speaker: Dr. Roy A. Sparringa, M.App.Sc., the Head of National Agency of Drug and Food Control

11:15 – 11:45  Aspects of the ASEAN Harmonised Cosmetic Regulatory Scheme
   Proposed speaker: Mr. Nicolas B. Lutero III, the Director of Food and Drug Administration of Philippines (tbc.)

11:45 – 12:20  The Regional Beauty Market & Trend in 2020
   Speaker: Ms. Yvonne Lum, Vice President Sales Effectiveness, Nielson – Hong Kong

12:20 – 12:30  Discussion Session 2
   Moderator: Mrs. Chau Giang Le (ACA)

12:30 – 13:30  Hosting Business Luncheon with Traditional Indonesian Dancing Performance
   Proposed hosts by the Governor of Special Capital Region of Jakarta and the Chairwoman of Dekranasda Province Jakarta (tbc.).

13:30 - 15:15  Session 3: ASEAN Economy Community for My Business
   Objective: Trading and Investing in a Smart Economy.
   Long Term Mission, Strategy and Action Plans of Successful Cosmetics Companies Invested in ASEAN.

13:30 – 14:10  Regional and Country Strategy towards AEC
   • Mr. Himawan Hariyoga, the Deputy Director of Promotion of Indonesian Investment Coordinating Board (13:30 – 13:50)
   • Mr. Muhammad Zulhilmi Achmad, Economic Counsellor - Commercial Section, Embassy of Malaysia. (13:50 – 14:10)

14:10 – 15:10  Sharing Experiences in Treasure Discovery
   Speakers:
   • Mrs. Juanita Aditiawan, CEO of PT. Cosmar (14:10 – 14:25)
   • Mr. Hemant Bakshi, President Director of PT. Unilever Indonesia (14:25 – 14:40)
   • Mr. Vismay Sharma, President Director of PT. L’Oreal Indonesia (14:40 – 14:55)
   • Mr. Holger Welters, President Director of PT. Beiersdorf Indonesia (14:55 – 15:10)
15:10 – 15:20  Discussion Session 3  
Moderator: Mrs. Anna Anastacio (ACA) or Dr. Alain Khaiat (ACA)

15:20 - 15:30  Tea/ Coffee Break

15:30 – 16:45  Session 4: Indonesia in a New Paradigm
Objective: Think Big, Start Small, Act Fast, Strive for Continual Innovation. 
Globalization Strategy of Indonesian Beautypreneur Pioneers.

15:30 – 15:45  Local Wisdom Go Global
Speaker by Mr. Bryan David Emil Tilaar, President Director of PT. Martina Berto Tbk., Martha Tilaar Group.

15:45 – 16:20  The Splendor Buzz
- **Halal Cosmetic Highlight** (15:45 – 16:05)
  Speaker: Ir. Lumanul Hakim, MSi., the Executive Director of the Assessment Institute for Food, Drugs and Cosmetics – the Indonesia Council of Ulama (LPPOM MUI)
- **Industry Experience** (16:05 – 16:20)
  Speaker: Dra. Nurhayati Subakat Apt., the CEO and Founder of PT. Paragon Technology & Innovation

16:20 – 16:30  Discussion Session 4
Moderator: Dra. Dewi Rijah Sari Apt.MSi. (ACA)

16:30 - 18:45  Session 5: Arising Regional Power
Objective: Optimizing Creation of Successful Multi Stakeholders Partnership and Cosmetic Digital Innovation Marketing to Globalize Your Business.

16:30 – 17:00  Conquer Global Market through Creation and Innovation of Distribution Channels
The global cosmetic market trend and distributor channel in 2020
Speaker: Ms. Connie Lee, the Client Consultant of Euromonitor International, Singapore

17:00 – 18:00  Let Me Help You to Reach Your Dreams
Speakers: from RM/PM Supplier, Logistic Companies
- **Strategy of Perfumes and Fragrance Producers to Support Your Unique Selling Preposition**
  Speaker: Mr. Paulus J. Rusli, the Chair of Fragrance Association (17:00 – 17:20)
- **Logistic Company Approach to Amplify Your Distribution Coverage**
  Speaker: Mr. Rizal Hardiansyah, Managing Director of Federal Express (17:20 – 17:40)
- **The Future of Trade Marketing for Beauty Business in 2020** (17:40 – 18:00)
  Speaker: UBM, Singapore

18:15 – 18:45  Expand Your Cosmetic Business Sustainability through Digital & Marketing Media Innovation
Speakers:
- Mr. René Janssen, the Chief Commercial Officer of Lazada Indonesia (18:15 – 18:30)
- Mr. Alexis Horowitz-Burdick, the CEO and Founder of Luxola.com (18:30 – 18:45)

18:45 – 19:00  Discussion Session 5
Moderator: Mr. Sancoyo Antarikso (Perkosmi) or Mrs. Anna Anastacio (ACA)

19:00 – end  Cocktail Party, ASEAN SME’s Exhibition & Cosmetic Fashion Show
Exhibition by SMEs & Fashion Show Sari Ayu Trend Papua