

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

10:45 – 11:15 **Overviews on Cosmetic Regulatory Framework and Policy to Accelerate Development of SMEs Potential Dealing with ASEAN Market Integration.**

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 Zulhildi 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 Proposition**
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