



ACA CONFERENCE 2017

Key Trends and Their Impacts on the ASEAN Cosmetics Business

28th April 2017, BITEC Bangna, Bangkok-Thailand

The objective of this conference is to provide leaders, managers and executives in the cosmetics business with updated information on key trends and impacts on the changing environment in which they operate. It will also give all participants the opportunity to network, share their experiences and identify challenges and opportunities to shape the future of the cosmetics industry.

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8.00-8.45 : **Registration**

8.45-9.00 : **Opening Remark by Mrs Ketmanee Lertkitcha, Chairperson, ACA Board of Trustees**
Introduction by Dr Preecha-korn Suvanaphen, ACA President

SESSION

1

A COSMETICS REGULATORY FRAMEWORK IN A GLOBAL MARKET

This session looks at the ASEAN Harmonised Cosmetics Regulatory Scheme, as well as future trends, and the on-going progress of RCEP negotiation and its implications to the ASEAN cosmetics industry. This is followed by a session on the role of ISO standards to help achieve global harmonisation of ASEAN cosmetics regulations.



9.00-9.25 : **ASEAN Harmonised Cosmetics Regulatory Scheme**
Speaker to be confirmed

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The history and development of the ASEAN harmonisation process and the future trends in regulatory development

9.25-9.50 : **RCEP Negotiation and Implications for the Cosmetics Industry**
Amb. Krisda Piampongsant
Advisor, Board of Trade of Thailand

Guiding principles of RCEP and the on-going negotiations to broaden regional integration with our trading partners to improve market access and provide a more coherent trade facilitation and regulatory rules and cooperation.

9.50-10.15 : **Promoting ISO Standard for Cosmetic Regulatory Harmonisation**
Dr Alain Khaiat
President of CTFAS and VP Scientific & Technical Affairs, ACA

The presentation will focus on how ISO standard could help in promoting global harmonisation of cosmetic regulations and facilitate innovation.

10.15-10.35 : Q&A

10.35-11.00 : Break

SESSION

2

OPPORTUNITIES IN THE ASEAN COSMETICS MARKET

This session is an opportunity to hear directly from industry experts about their perspectives of doing business in ASEAN.



11.00-11.25 : **Trends in ASEAN Cosmetic Markets**
Dr Boonkiet Chokwatana

Executive Chairman I.C.C. International, Public Company Limited

A view of the ASEAN cosmetics market and future trends from a local perspective.

11.25-11.50 : **Sustainability as part of a growth strategy for cosmetics industry**
Ms. Nathalie Gerschtein Keraudy
Managing Director, L'Oreal (Thailand) Ltd.

As we are facing demand constraint from an exploding population and scarce resources, it requires a company to go beyond innovating products or services, and change the fundamentals of how a business operates across the value chain to achieve the model that is a win-win-win for the environment, society, and the company.

11.50-12.15 : **View of foreign investors in consumer goods business in Thailand**
Ms. Jutapat Boonvongsakorn
Managing Director, Procter & Gamble Manufacturing (Thailand) LTD.

Sharing the perspective on the Key Trend and Impact to Cosmetic Business in ASEAN, specific to the View of Foreign Investors to invest and create Global Supply Chain in Thailand, key opportunities, challenges and strategy for win in this competitive industry.

12.15-12.40 : **Understanding Muslim Beauty, the Endless Growing Opportunity**
Dr. Neil Gains
Tapestry Works Singapore

The numbers are truly impressive, and this presentation will attempt to look beyond them to understand what beauty really means for Muslim women, showing how both their implicit and explicit needs are different to others and what this means for brands and businesses.

12.40-13.00 : Q&A
13.00-14.00 : Lunch

SESSION

3

INVESTMENT IN ASEAN

This session focuses on investment policy within ASEAN, especially in countries which have a highly dynamic cosmetics industry



14.00-14.20 : **Thailand Investment Policy**

Speaker to be confirmed

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Thailand economic and investment policies. What are the opportunities and incentives for foreign investors?

14.20-14.40 : **Investment Policy and Opportunity for Foreign Investors in Indonesia**

Mr. Lingga Setiawan

Minister Counsellor, The Embassy of The Republic of Indonesia

Dynamism of Indonesia on trades and economic policy. What are the Business opportunities, investment policies and incentives of investing in Indonesia?

14.40-15.00 : **Investment Policy and Opportunity for Foreign Investors in Vietnam**

Speaker to be confirmed

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What are the business opportunities, investment policies and incentives of investing in Vietnam?

15.00-15.15 : Q&A

15.15-15.30 : Break

SESSION

4

WINNING INTO THE FUTURE

This session focuses on the new challenges and opportunities in the cosmetics market, including new consumer trends, the growth of online cosmetics shopping, new innovations in technology, and the increased use of herbal and natural ingredients.



15.30-15.55 : **New Consumers Trends**

Speaker to be confirmed

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What are the new consumer trends and behaviors shaping our product ? Understanding the new consumer trends and their impact on the behavior of the millennial consumer.

15.55-16.20 : **Innovative skin cleansing technology**

Mr. Noriyuki Tanaka

Technical Director - Skin Care, Kao Consumer Products (Southeast Asia) Co., Ltd.

Innovative latest skin cleansing science and technology that bring out original beautiful healthy skin which "Cleanse dirt thoroughly & Gentle to Skin"

16.20-16.45 : **Digital Marketing in Cosmetic Products**

Speaker to be confirmed

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Internet interconnectivity has facilitated a rapid growth in on-line shopping for cosmetics products. This presentation will cover marketing strategy and customer behavior for Business to Commerce (B2C) marketing.

16.45-17.10 : **Growth of Herbal and natural Cosmetic ingredients**

Mr. Takahiro Matsushita

Overseas Section Manager, Maruzen Pharmaceuticals Co., Ltd.

Herbal and Natural ingredients take an important roles in cosmetic products. The presentation will explain changes in roles and requirements of natural ingredients.

17.10-17.30 : Q&A

17.30 : Closing Remark by ACA President



The ASEAN Cosmetics Association (ACA) represents the national cosmetics associations of ASEAN countries in the engagement of manufacturing, trading and distribution of cosmetics in the ASEAN region. Our current membership is comprised of cosmetics associations in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam with memberships in over 1100 companies. We also have associated members in Japan (JCIA), Korea (KCA), USA (PCPC) and Australia (ACCORD).

ACA supports the ASEAN Harmonised Cosmetics Regulatory Scheme (AHCERS) through the implementation of the ASEAN Cosmetics Directive. ACA assists members, especially in small and medium enterprises, in meeting the directive through training programs that will help companies build stronger foundations, strengthen their manufacturing capabilities and enable them to tap into new business opportunities.

ACA works closely with the ASEAN Cosmetics Committee, and actively participates in reviewing both ingredient lists as well as technical / safety issues, to help support the effective implementation of the ASEAN Cosmetics Directive.

ACA conference 2017 will be represented at grand hall, BITEC Bangna during ASEANbeauty 2017 show on 27th – 29th April 2017. ASEANbeauty 2017 the most anticipated beauty and wellness trade show in Southeast Asia featuring products across cosmetic, skincare hair care, nail care, spa and wellness.

Early Bird Registration until 31 March 2017

* ACA, CCIP, CTFAS, FMM-MCTIG, PERKOSMI, TCMA, VOCA members Fee USD 160/THB 5,600

* Non member Fee USD 180/ THB 6,300

Standard Registration from 1 April 2017

* All participants Fee USD 200/ THB 7,000

Registration : please submit on

<https://goo.gl/forms/FImq9glrQ7qDPNon2>