



Cosmetic Leaders Forum 2016

The Changing Landscape of the Cosmetic Industry

4 November 2016, Friday

Four Seasons Hotel Singapore

ABOUT THE FORUM

Organised by The Cosmetic, Toiletry & Fragrance Association of Singapore (CTFAS), this Cosmetic Leaders Forum 2016 is dedicated to the future of the cosmetic industry. Consumers are changing their habits; free trade agreements are changing the world in which we operate and the trade we know today is evolving at a high pace. How is this going to affect each and every one of us?

Mr. Le Quang Lan, Assistant Director, Trade Facilitation Division, ASEAN Secretariat, will give us details on the ASEAN Economic Community (AEC) and how it is reshaping the working relationships amongst ASEAN countries.

How can companies seize this opportunity? Hear from Mr. Deepak Chandran, Chief Financial Officer, how Wipro-Unza leverages on AEC in expanding into Southeast Asia, China and beyond.

Singapore as well as 11 other countries signed the TPP, a comprehensive trade agreement among countries around the Pacific Rim. Mr. Benjamin Tan, a member of the Ministry of Trade and Industry Singapore (MTI) delegation at the TPP, will explain what is at stake. We will hear on how to be ready and ride on the wave of this agreement.

CTFAS Cosmetic Leaders Forum is the place to meet the leaders, exchange ideas and concepts that will influence the future and reaffirm ASEAN as a dynamic engine driving the change to create a better world.

Consumers' buying habits are changing. We all know about e-commerce, but how these habits are influencing the actual purchases?

Let's hear from Ms. Cheryl Ng, Client Consultant, Euromonitor on the Skin Care Outlook in the World and Asia Pacific in particular.

Mr. Steven Watson, Head of Consumer Insights @ Google will tell us all about the changes in Consumers behavior.

Facebook will explain the impact of social media and, Ms. Richa Goswami, Head of Digital, Consumer Healthcare @ Johnson & Johnson will present on e-commerce evolution.



WHO SHOULD ATTEND

The program is targeted towards all companies' executives interested in knowing more about the changes of the environment in which we operate and how the consumers' changing behaviour is going to influence our way of doing business.

www.ctfas.org.sg

Featuring:



Mr. Le Quang Lan
Assistant Director,
Trade Facilitation Division,
ASEAN Secretariat



Mr. Deepak Chandran
Chief Financial Officer,
Wipro - Unza



Ms. Richa Goswami
Head of Digital for
Consumer Healthcare Business,
Johnson & Johnson Asia Pacific



Ms. Cheryl Ng
Client Consultant,
Euromonitor



Ms. Le Chau Giang
Special Adviser,
ASEAN Cosmetic Association,
Vice President, CTFAS

and many more.....

Claim Up to 4 CPE Points

Singapore Pharmacy Council has approved the CTFAS Cosmetic Leaders Forum as one of the accredited events



Trans-Pacific Partnership (TPP)



E-Commerce Evolution



Consumer Behaviour



Social Media

Session 1: Shaping Up the Future of Cosmetics Business Landscape

09:00 Opening Address, Dr Alain Khaiat, President, CTFAS

09:10 Progress of ASEAN Economic Community (AEC), Mr. Le Quang Lan, Assistant Director, Trade Facilitation Division, ASEAN Secretariat

The AEC was formally launched in January 2016, with the objective to build an integrated economy with a combined market of SGD \$3.6 trillion and a population of over 620 million. The ASEAN Secretariat will share the milestones and impacts on the cosmetic and health care industry.

10:00 Tapping Opportunities of ASEAN Economic Community (AEC), Mr. Deepak Chandran, Chief Financial Officer, Wipro - Unza

With the formation of AEC in creating a level playing field for all companies, entrepreneurs will strive to take positions and grow their business. Interested to hear how enterprises formulate and align their business strategies to drive demand and accelerate business growth? Mr. Deepak Chandran, Chief Financial Officer of Wipro-Unza, a leading global cosmetic producer, will share with us his views.

10:30 Networking Reception

11:00 Impact of Trans Pacific Partnership (TPP) on the industry, Mr. Benjamin Tan, Negotiator for TPP, Ministry of Trade & Industry, Singapore

The Trans Pacific Partnership signed in Auckland on 4 February 2016, is a new generation trade agreement different from traditional free trade agreements (FTAs). What are the main features of the Trans Pacific Partnership? Mr Benjamin Tan will present the potential macroeconomic implications of the TPP.

11:30 Opportunities opened by TPP and The Challenging Markets

Ambitious Asia-Pacific trade agreements will dramatically change world exports. The effects will start small: In 2014 the TPP track will generate \$9 billion; by 2025 it is projected to increase to \$444 billion. How enterprises can capture a bigger market share from trade liberalization. We will hear from an Asian multinational company how they get prepared.

12:00 Roundtable Discussion: Leveraging on Free Trade Agreements to Accelerate Business Growth

Lowering trade barriers help industries access new markets. Attendees will learn from the roundtable discussion on how to ride on the bandwagon and reap benefits for their businesses.

Moderator, Ms. Le Chau Giang, Special Adviser of ASEAN Cosmetic Association, Vice President of CTFAS

12:40 Networking Lunch Reception

Session 2 : Evolving Marketing Paradigm to Win the Next Sales

13:45 Skin Care Outlook Across the Globe and Asia Pacific, Ms. Cheryl Ng, Client Consultant, Euromonitor

Skin Care continues to dominate Beauty & Personal Care, raking in US\$110 billion in 2015. Asia Pacific is the market to watch, contributing to a whopping 50% of the industry and creating ripples in the industry with its new product developments. Join Euromonitor in uncovering key insights into the skin care industry as Ms. Cheryl Ng discusses key trends, opportunities and challenges in the market.

14:15 The World is Your Playground

The way social networks have impacted our personal and professional lives is far greater than most of us could have anticipated. While you are battling with other marketers on traditional media trying to get consumers "like" your products, some others might already have them as their followers. Get likes now!

14:45 A Look into E-Commerce Evolution - A Shopper's Journey, Ms Richa Goswami, Head of Digital for Consumer Healthcare Business, Johnson & Johnson Asia Pacific

Ms. Richa Goswami is a digital innovator having been a TED speaker (in the US) and digital advisory board member at Fortune 100 companies. She will share with you some easy implementable practices that you can put in place quickly with what is and isn't working case studies. Don't miss this! Hear from the digital innovator.

15:15 Networking Reception

15:45 Innovation Evolution, Mr. Steven Watson, Head of Consumer Insights, Google

The right innovation mindset can take you from idea to impact. Learn from these innovative companies, understand how to sustain a track record of success by creating the right "climate" for employees to cultivate the innovative mindset, "To Think Different, Act Different and Achieve Extraordinary Success!"

16:15 Digital Retail Strategy

How do retailers cope with the growth of digital orders? How do they capture the customers and help them find their way? We'll learn from a pioneer in this area.

16:45 Roundtable Discussion on Business Opportunities

How do you identify new opportunities to meet your stakeholders' needs? Join us at this roundtable meeting to hear how you can position your company to capitalise on the benefits. In this session the speakers will discuss the challenges they encounter the opportunities and the tools that business owners should be aware of to stay ahead.

17:30 Closing of the Forum

ABOUT CTFAS

The Cosmetic, Toiletry and Fragrance Association of Singapore (CTFAS) was founded in October 1991. CTFAS, with its sister organisations in ASEAN, has created the ASEAN Cosmetics Association (ACA) and, working together with the Regulatory Authorities and the ASEAN Secretariat, contributed to the ASEAN Cosmetic Directive (ACD). The ACD was published in 2003 and came into effect in 2008. It covers product definition, safety, claims, labeling, ingredients, GMP and Product Information File (PIF) as well as post market surveillance

Participation Fee

SGD 450

(member)

SGD 500

(non - member)

Register at
www.ctfas.org.sg