



Polish Investment
& Trade Agency
PFR Group



POLAND – ASEAN REGIONAL COSMETICS FORUM

27-28th October 2021

DAY 1 – POLAND AND POLISH COSMETICS INDUSTRY

October 27, 2021, time: 9:00-11:00am (CEST)/ 3:00-5:00pm (SGT)

for business representatives, industry organizations, media from the ASEAN region

9.00 – 9.05am **Welcome remarks.**

9.05 – 9.20am **”Why Poland?”**- Speaker: Ms Agnieszka Szweda, Expert, Centre for Investments of Polish Investment and Trade Agency.

9.20 – 9.50am **“Polish cosmetics sector - competitive advantages, review of the product offer, successes on foreign markets”** - Speaker: Ms Blanka Chmurzyńska- Brown, The Polish Union of the Cosmetics Industry.

9.50 – 10.20am **“Contract manufacturing and R&D”** - Speakers: Ms Anna Oborska, General Director, The Polish Association of Cosmetic and Detergents Industry; Mr Marek Miszczyk, Research & Development Director, Madonis; Ms Marta Pawłowska, PhD. Eng. , Safety Assessor, owner of ACC Chemicals Sp. z o.o. Sp.k.

10.20 – 11.00am **“Why Poland and Polish cosmetics?”** - Panel discussion.

Moderator: Marta Kudosz, Editor, Wiadomości kosmetyczne.





Speakers:

- Ms Blanka Chmurzyńska-Brown, General Director, The Polish Union of Cosmetics Industry
- Ms Anna Oborska, General Director, The Polish Association of Cosmetic and Detergents Industry
- Mr Krzysztof Mrówczyński - Head of Industry Research, Bank Pekao SA
- Ms Lidia Ziaja – International Sales Manager, Ziaja.
- Mr Adrian Winiarz – Export Director, Bielenda Kosmetyki Naturalne.
- Mr Muhd Asyriel Foo - Founder/Consultant/Instructor (Malaysia);

DAY 2 – INTRODUCTION TO ASEAN

October, 28, 2021, time: 9:00 am- 12:00 pm (CEST)/ 3.00-6:00 pm (SGT)

for cosmetics producers, industry organizations, media from Poland

9.00 – 9.05am **Welcome remarks.**

9.05 – 9.15am **”South-East Asia - an introduction to the region”.**

9.15 – 9.30am **“Cosmetic regulations in the ASEAN region”** - Speaker: Mr Alain Khalait, The Cosmetics, Toiletry & Fragrance Association of Singapore

9.30 – 10.15am **“Cosmetics sector in South-East Asia - preparation for expansion, trends, prospects (markets: Malaysia, Singapore, Thailand, Vietnam, Indonesia, Philippines)”.**

Speakers: Polish Investment and Trade Agency – Foreign Trade Offices-ASEAN region.

10.15 – 10.30am **“E-commerce in South-East Asia”** – Speaker: Mr Samuel Chan -VP, KAM, Group Sales, Singapore Post Ltd.

10.30 – 11.00am **“Halal certification”** - Speakers: Mr Jacek Kołomyjec - Head of Jakarta Trade Office, Indonesia; Ms Dewi Rijah Sari - Executive Chairman of the Indonesia Imported Cosmetics Entrepreneurs Association; Mr Khairul Ridhwan – Business Development Manager, Foreign Trade Office in Malaysia.

11.00 – 11.20am **“How to effectively promote cosmetic products in the region?”** - Speaker: Ms Karin Lohitnavy - Managing Director of Midas PR Group.

11.20 – 12.00am **“Opportunities and challenges for expansion into the South-East Asia region - discussion panel with the participation of invited guests from the region”.** Panel discussion.



Moderator: Sari Kusumaningrum - Founder/Content Strategist of The S Media.

Speakers:

- Ms Lee Pang – Chairman, ASEAN Cosmetics Association.
- Ms Geraldine A. Estacio, RCh- President, Chamber of Cosmetics Industry of the Philippines Inc, (CCIP).
- Mr Teh Kong Yam - Managing Director, Shins Corporation (Malaysia).
- Mr Jitha Thathachari - Head of Business Development Manager, Luxasia.

