

Indonesia: Bali International Spa and Wellness Expo

Bali International Spa & Wellness Expo 2012, September, Indonesia

Held in March 2011 the Bali International Spa & Wellness Expo, Indonesia received 1,135 visitors which is an increase compared to the last events in 2007 & 2008. The trade fair is held in partnership with local well-established general spa & wellness trade fair.



A total of more than 85 exhibitors presented their latest products covering all types of spa, beauty and wellness products, from Soap, Anti Aging, Spa product, medical spa, day spa, nail, organics, spa equipment, beauty equipment at the co-located fairs. 15 exhibitors representing 8 countries and regions were present at Spa & Wellness Expo alone. 32% of the exhibitors came from outside Indonesia, with representation from France, Germany, Japan, Singapore, Australia, Hong Kong, Spain and New Zealand.

In 2011, the addition of Bali International Spa & Wellness Expo to the local trade fairs brought about a 50% increase in visitors to all fairs in Bali. There are many local hotels benefit from the increase of visitors. The Expedia website offers a list of hotel information. The consecutive increase in visitors is testimony to its success with the local and international Spa & Wellness industry. Intensive discussions on the trade fair floor and networking and educational sessions in the seminar rooms built up a bustling business atmosphere.

In his speech given at the opening ceremony, H.E. Dr Endang Rahayu Sedyaningsih, Mph. Dr.PH Minister of Health Republic Indonesia and organizer of BISWEXPO 2011, said:

“The Health market is facing new challenges to attract the tourists to come to Indonesia. Medical industry needs to be in conjunction with the tourism sector to create successful medical tourism. However the medical & spa industry is strong and will prove its merits through this trade fair and will multiply the impact in the other sectors...The Visitors and Buyers which joined us for the first time will enjoy the show; the event is perceived as a must-see trade fair in Indonesia!”



The organizer of Bali International Spa & Wellness Expo, Mr. Felix Rusli, Director of PT. Felixindo Raya Pratama (Magnificent 9) is also confident of the trade fair's success: "Bali International Spa & Wellness Expo was held only for the first time this year and as a niche trade fair for the spa, beauty & wellness industry, it has reaped success for both exhibitors and visitors. The trade fair profile complements the established fairs of BISWEXPO 2011, expanding the types of products for buyers. With the target increase of 20% in exhibitors in its second year, we are set for more years of success."

A total of four group pavilions from Europe, France, Spain, Italy, and Germany showcased the best of their national products and were very well received by the visitors. "We exhibited within the Italy Beauty case pavilion and found it to be a really good platform to showcase our products. There are seven companies here but you will be surprised to find that there are altogether more than 10 brands of beauty & spa products presented here! We are happy with the feedback gathered and are definitely considering coming back next year," said Mr. Andrea Pastori – Bio Company



Mrs. Meritxell Salvador Llado, Spain from Germaine de Cappucini is a first time exhibitor at the expo and introduced a range of products to the Indonesia and Asia market. She said, "We feel that it is very important for us to target the beautician, spa company, spa operators and brand awareness and this is what we have at this show." Mrs Amalia Wai Ching Lee, the Singapore representative of Earth Star, Singapore echoed similar views, saying, "It is our first time at this fair and we feel that Bali International Spa & Wellness Expo is better than the other beauty Indonesian trade fairs for their range of products, we will come back again next year."

A series of educational seminars on wine as well as food and beverage were held for the first time at the trade fair. The seminars were well-attended as visitors and exhibitors used these additional opportunities to network with the industry professionals. The majority of the visitors surveyed were satisfied or very satisfied with their visits as well, and most of them have accomplished their goals at the trade fair. Almost all are likely to participate again next year and they will recommend others to do so too.

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