



aesthetics asia

EXHIBITION & CONGRESS

4-6 September 2009, Raffles City Convention Centre, Singapore
www.AestheticsAsia.com



POST SHOW REPORT

Asia's largest event for Aesthetics

- Aesthetic Plastic Surgery**
- Aesthetic Dermatology**
- Anti-aging Technologies & Practices**
- Medical Spa Asia**

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4-6 September 2009, Raffles City Convention Centre, Singapore
www.AestheticsAsia.com



The inaugural edition of Aesthetics Asia Exhibition & Congress drew to a successful close in Singapore on 6 September, 2009, with 1,402 attendees from 29 different countries. The three-day gathering is the largest event in Asia for plastic surgeons, cosmetic surgeons, dermatologists, anti-aging physicians and aesthetic practitioners.

Held from 4-6 September 2009 at the Raffles City Convention Centre, Singapore, Aesthetics

Asia Exhibition hosted more than 55 international exhibitors and showcased over 400 brands and innovations from around the world, embracing all areas of aesthetics plastic surgery, dermatology, anti-aging technologies and medical spa.

Organised by IIR Life Sciences, the event was partnered by the Singapore Association of Plastic Surgeons and supported by the Spa Association Singapore, Spa & Wellness Association Singapore, Bali Spa & Wellness Council, Spa Association of Philippines Inc, Wellness Organisation Worldwide, Thai Spa Association, IE Singapore and Singapore Tourism Board. The major sponsors of this event included Medica, Lumenis, Sanofi-Aventis and Skin M.D.

FACTS AND FIGURES

Venue	Raffles City Convention Centre, Singapore
Date	4-6 September 2009
Exhibitors	
No of stands	55 companies
Exhibiting countries	8
Participants	
Visitors	803
Delegates	517
Moderators/Speakers	82
Total attendees	1,402
Percentage breakdown of total attendees	
Local	56%
Overseas	44%
Countries represented by total attendees	29

GEOGRAPHIC BREAKDOWN OF TOTAL ATTENDEES

Asia	
- Singapore	56%
- Indonesia	12%
- Malaysia	6%
- Philippines	4%
- Korea	4%
- Thailand	3%
- Others	6%
United States of America	3%
Europe	3%
Middle East	2%
Rest of the world	1%

WHAT DID THE EXHIBITORS SAY?

"Asia is experiencing a tremendous growth in the field of aesthetics. Aesthetics Asia comes in timely as an excellent platform to network with all specialists involved in the aesthetics business. We took the opportunity to introduce our new range of products to all doctors who attended Aesthetics Asia"

CANDICE WONG
 Aesthetic Regional Marketing Manager,
 Lumenis

"Aesthetics Asia has provided Sanofi-Aventis with a fantastic platform to launch our new range of medical aesthetics products for Singapore and greater Asia"

SCOTT MCLENNAN
 Global Marketing-Sculptra, Sanofi-Aventis

"We are pleased with the organization of the event and turnout at the Exhibition. We will return to Aesthetics Asia next year!"

JEFFREY GOH
 Managing Director, Beauty Resources



4 EASY WAYS TO REGISTER

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AESTHETICS ASIA CONGRESS DELEGATES	
Congress	No. of Delegates
Aesthetic Plastic Surgery	107
Aesthetic Dermatology	172
Anti-aging Technologies & Practices	151
Medical Spa Asia	87
Total	517

WHAT DID THE DELEGATES SAY?

"The Aesthetic Dermatology Congress has been very informative and useful for my business"

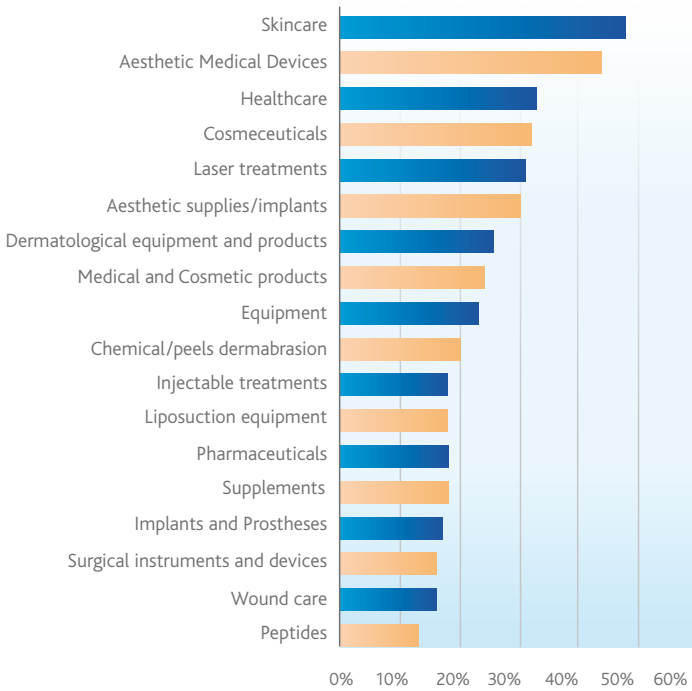
DR. A HARLIM
Dermatologist, Aesthetic Surgery Clinic, Indonesia

"The Aesthetic Plastic Surgery program is very interesting. The discussion on the new techniques and ideas by the speakers is very stimulating and useful"

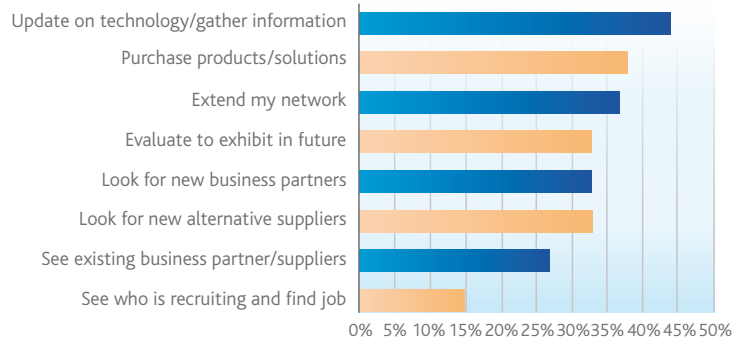
THOMAS RAPPL
Medical University, Austria

RESULTS FROM THE VISITOR SURVEY

VISITORS OF AESTHETICS ASIA WERE INTERESTED IN THE FOLLOWING PRODUCTS

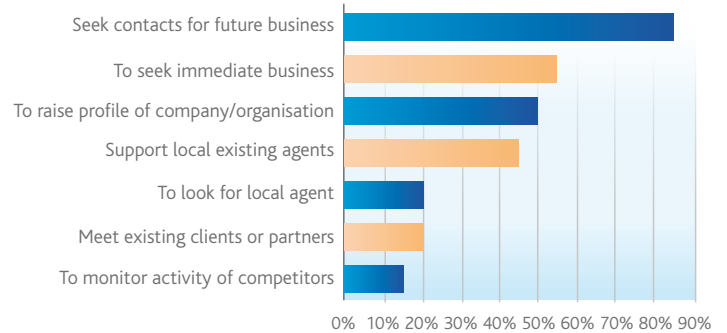


WHAT ARE THE BUSINESS OBJECTIVES OF ATTENDING AESTHETICS ASIA?

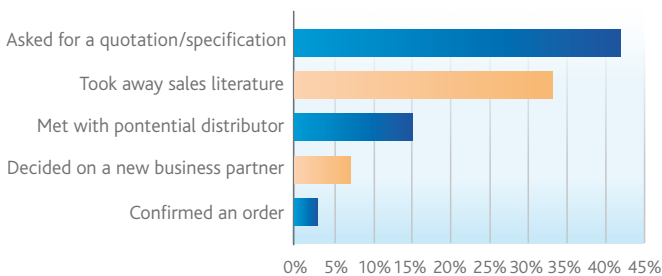


RESULTS FROM THE EXHIBITOR SURVEY

WHAT ARE THE MAIN REASONS FOR EXHIBITING AT AESTHETICS ASIA?

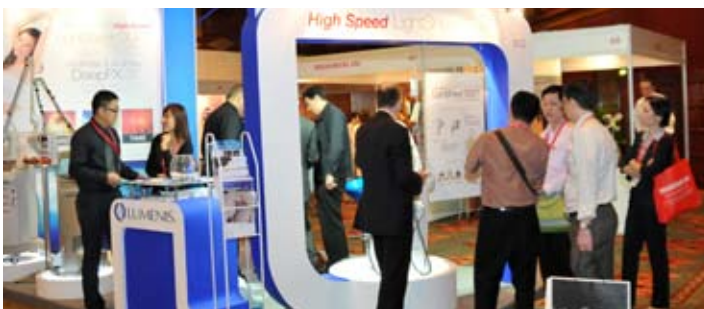


WHAT ACTIONS DID THE VISITORS TAKE AS A RESULT OF ATTENDING AESTHETICS ASIA



HOW DID THE EXHIBITORS RATE THE QUALITY OF AESTHETICS ASIA VISITORS?

75% RATED THE QUALITY SURPASSED AND MET EXPECTATIONS



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17-18 September 2010, Marina Bay Sands, Singapore
www.AestheticsAsia.com

**ASIA'S LARGEST EVENT FOR PLASTIC
SURGEONS, DERMATOLOGISTS,
ANTI-AGING PHYSICIANS AND THE
BUSINESS OF MEDICAL SPA**

**STRONG SUPPORT FROM GOVERNMENT
AGENCIES, TRADE ASSOCIATIONS AND
MEDIA PARTNERS**

With strong support received from Government agencies, Trade Associations and media partners in the region, the event will further reinforce its position as the key platform for those who are involved the Aesthetics business.



MARKETING & PROMOTIONS

MEDIA AND ADVERTISING

Promotional activities for Aesthetics Asia includes print and online media such as Journal of Dermatological Treatment, Journal of Cosmetic and Laser Therapy, Scandinavian Journal of Plastic Surgery, Singapore Medical Journal, Berita Malaysia Medical Association, Majalah Kedokteran Indonesia, BeautyCosmedica, Cosmetic Surgery & Beauty, Ageless, AsiaSpa, Medical Grapevine, EzyHealth.

E-NEWSLETTER

The entire Aesthetics Asia database of 30,000 receive monthly e-newsletter containing the latest news of the aesthetic industry as well as event updates.

TELEMARKETING

A dedicated team of sales professionals will contact key delegates and professionals from the industry to ensure their attendance on a regular basis.

DIRECT MARKETING

Sales brochures, conference brochures, invitation cards and visitor tickets will be mailed both regionally and internationally.

EMAIL AND FAX BROADCAST

Information about the event will be communicated regularly to potential exhibitors, delegates and visitors worldwide via promotional email campaign.

WEBSITE

The Aesthetics Asia website will be updated regularly with latest updates on the exhibition and conference, exhibitor's participation and industry developments. This will be the primary medium used to promote Aesthetics Asia news.

**We look forward to your
participation in Aesthetics Asia 2010.
Premium positions for 2010 are filling
fast! To reserve your preferred space,
call us today.**

**Telephone: +6517 3026 or email
AestheticsAsia@iirx.com.sg**



Aesthetics Asia 2010 (Projected Figures)

Exhibiting Companies	80
Delegates	715
Visitors	1,400
Moderators and speakers	123
Total attendees	2,238

CONTACT US TODAY!

IIR Life Sciences Division, 205 Henderson Road
#03-01 Henderson Industrial Park, Singapore 159549
T:+65 6319 2668 F:+65 6319 2669
E:AestheticsAsia@iirx.com.sg

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Proud organizer of Arab Health, Hospital
Build Asia, Health Care Travel Asia and
The International Congress In Aesthetic,
Anti-Aging Medicine & Medical Spa.

PARTNER EVENTS



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