



AYUSH Export Promotion Council

AXL/Conf/06/2026

Date: 25nd May 2026

Cosmobeauté Malaysia

Date: 29 Sept - 01 October, 2026

Venue: Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

1. About the event:

Cosmobeauté Malaysia 2026 is one of Southeast Asia's leading beauty, wellness, cosmetics, and personal care trade exhibitions, organized annually in Kuala Lumpur. The event attracts international buyers, distributors, importers, retailers, salons, wellness professionals, and beauty industry stakeholders from across Asia and global markets.

The 2025 edition hosted over 11,500 trade attendees from more than 70 countries and regions, along with exhibitors from 15 countries, making it an important international platform for business networking, export promotion, product showcasing, and market expansion in the beauty and wellness sector.

2. Schedule:

- **Dates:** 29 Sept - 01 October, 2026
- **Venue:** Kuala Lumpur Convention Centre, Kuala Lumpur.

Focus Sectors:

- Natural & Organic Beauty Products
- Wellness & Spa
- Cosmetics & Personal Care
- OEM / ODM Manufacturing
- Halal Beauty Products
- Health & Lifestyle Solutions

Target Audience:

Manufacturers, wholesalers, importers, distributors, retailers, wellness professionals, salon operators, hospital decision-makers, procurement agencies, and healthcare professionals.



AYUSH Export Promotion Council

3. Key Highlights:

- One of Southeast Asia's leading beauty and wellness trade exhibitions.
- Gateway to ASEAN markets and emerging business opportunities.
- Participation from international exhibitors and buyers from multiple countries.
- Dedicated focus on natural, organic, herbal, wellness, and personal care sectors.
- Opportunity to showcase Indian AYUSH, herbal, wellness, nutraceutical, and cosmetic products to global buyers.
- Strong B2B networking, distributor identification, and export development opportunities.

4. Why you should exhibit:

- i. Malaysia has emerged as an attractive and promising market for Indian AYUSH, herbal, wellness, and natural product exporters owing to the growing demand for natural healthcare, wellness, and beauty products in the ASEAN region.
- ii. India's exports of AYUSH and herbal products to Malaysia stood at USD 5,166,972 during 2024–25 and USD 4,899,078 during 2025–26, reflecting the sustained market potential and continued acceptance of Indian AYUSH and herbal products in the Malaysian market.
- iii. Participation in Cosmobeauté Malaysia 2026 will provide Indian companies with a strategic platform to access ASEAN and other international markets and strengthen their global business presence.
- iv. The exhibition offers opportunities to engage directly with importers, distributors, healthcare professionals, institutional buyers, and regulatory stakeholders from the region.
- v. The event will enable participating companies to showcase their products, explore business collaborations, identify new distribution channels, and



AYUSH Export Promotion Council

assess market trends and consumer preferences in the rapidly growing beauty, wellness, and healthcare sectors.

- vi. The exhibition also provides an effective platform for enhancing brand visibility, expanding market reach, and promoting Indian AYUSH, herbal, nutraceutical, cosmetics, and wellness products in emerging international markets.

5. Participation Charges for exhibitors:

WITHOUT MAI / MAS	Participation Charges
Cost per booth (size : 9 sqm.)	Rs. 4,17,852 +18% GST
WITH MAI / MAS*	Participation Charges
Cost per booth (size : 9 sqm.)	Rs.2,57,000 +18% GST
Additional Corner Charges (subject to availability)	15,000/-

- i. The participation charges are limited to booth space and related exhibition arrangements only.
- ii. The charges do not include airfare, visa fees, accommodation, local transportation, shipment/logistics expenses, transportation of display materials, insurance, or any other personal or incidental expenses, all of which shall be borne by the participating exhibitor.
- iii. The participation charges under the MAI / MAS category are tentative and subject to approval and availability of financial assistance under the MAI / MAS Scheme from the competent authority.
- iv. The benefit of MAI / MAS assistance shall be available only for a limited number of booths and eligible participants, subject to approval by the Ministry.
- v. In the event the MAI / MAS Grant is not approved or is approved for a lesser amount than anticipated, the differential/balance amount shall be



AYUSH Export Promotion Council

payable by the participating exhibitor to the Ayush Export Promotion Council.

- vi. Allocation of booths shall be strictly on a First-Come-First-Served (FCFS) basis, subject to receipt of complete application, payment, and availability of space.

6. Eligibility for financial assistance under Market Access Initiative (MAI) / Market Access Support (MAS) scheme:

- i. The Ayush Export Promotion Council has submitted a proposal to the concerned Ministry seeking financial assistance under the MAI / MAS Scheme for participation in the Cosmobeaute Malaysia.
- ii. The proposal is presently under consideration of the Ministry. Accordingly, the financial assistance under the MAI / MAS Scheme shall be subject to formal approval and sanction by the competent authority of the Ministry.
- iii. No claim for financial assistance shall be entertained unless the same is specifically approved and communicated in writing by the Ministry.
- iv. Eligibility for availing financial assistance under the MAI / MAS Scheme shall be restricted to member companies of the Ayush Export Promotion Council.
- v. The eligible applicant organisation/company shall be required to comply with all applicable guidelines, terms and conditions, documentation requirements, and procedures as prescribed under the MAI / MAS Scheme and by the competent authority from time to time.

The deadline for submitting the application along with payment is **15th June 2026**.



AYUSH Export Promotion Council

7. Bank Details for Making Payment:

Bank Details of Beneficiary for RTGS Transfer	
Name of The Account	Ayush Export Promotion Council (AYUSHEXCIL)
Bank	Punjab National Bank
Branch	Tansen Marg, New Delhi 110001
Account No.	0359200100000769 (Type of Account: Current Account)
IFS Code No.	PUNB0035920

8. Booth Packages: The following booth facilities shall be provided to the participating exhibitors in India pavilion:

- 9 sq.mtr. Stall with octonorm structure
- One locable cabinet and 3 chairs
- One Round Table
- Name Fascia
- Carpet
- 2 Fluorescents lights
- 2 Water bottles per day during the event
- Dustbin
- Laptop charging point

Note: Additional displays, advertising, branding, modified fascia, hangers, additional electrical installation and other services can be provided at additional cost and purchased from show official vendor on direct payment.

9. Withdrawal / Cancellation Terms & Conditions : Terms & conditions for withdrawal / Cancellation of participation will be as follows:

i. Cancellation before 30.06.2026:

A cancellation charge of Rs. 25,000/- plus applicable GST shall be forfeited. The balance amount, if any, shall be refunded subject to applicable deductions and processing.

ii. Cancellation between 30.06.2026 and 25.07.2026:



AYUSH Export Promotion Council

A minimum amount of Rs. 75,000/- shall be forfeited as cancellation charges. The remaining balance amount shall be eligible for one-time rollover/adjustment against participation in any event organised by the Ayush Export Promotion Council up to March 2027, subject to approval and availability.

iii. Cancellation due to Visa Rejection:

In cases where cancellation is on account of visa refusal/rejection, the participant shall be required to submit:

- a. Valid documentary proof of visa rejection/denial issued by the concerned Embassy/Consulate and
- b. Copy of the visa application and supporting application letter/documentation. Failure to furnish satisfactory and verifiable documents shall render the participant ineligible for rollover/credit adjustment.

iv. Credit Rollover Conditions:

The rollover/credit adjustment facility shall be permitted only once and shall remain valid for participation in any eligible event organised by the Ayush Export Promotion Council up to March 2027 subject to availability of stall. Any difference in participation/booth charges for the subsequent event shall be payable by the exhibitor.

v. Cancellation after 25.07.2026:

In the event of cancellation after 25.07.2026, the entire participation amount paid shall be forfeited. No refund, rollover, adjustment, or transfer of participation shall be permitted under any circumstances.

10. Issuance of Visa Invitation Letter by the Fair Authority –

The issuance of Visa Invitation Letters to exhibitors participating in Cosmobeaute Malaysia, shall be subject to the following terms and conditions:

- i. Visa Invitation Letters shall be issued only to those exhibitors(2 per company) who have:
 - a. Submitted the duly completed application form;
 - b. Made full payment of the applicable participation charges
 - c. Entered into the requisite participation/exhibitor contract with the fair authority/organiser.



AYUSH Export Promotion Council

- ii. Once the Visa Invitation Letter has been issued and the participation formalities with the fair authority have been completed, no cancellation, refund, rollover or withdrawal request shall be entertained. The exhibitor will have to pay vacant stand penalty in no participation.
- iii. The participating exhibitor shall be solely responsible for applying for the appropriate Business Visa within the prescribed timelines through the concerned Tanzania Missions/Embassy/Consulate and for complying with all applicable visa procedures, documentation requirements, and immigration formalities.
- iv. The Ayush Export Promotion Council and the fair authority shall not be held responsible for any delay, rejection, refusal, or non-issuance of visa by the concerned authorities.
- v. Any losses arising due to delay or rejection of visa, incomplete documentation, or failure to comply with visa requirements shall be borne entirely by the exhibitor.

Application form:

Interested members may also apply using following link :

<https://forms.gle/Je8FAiXnsm4KiXDA7>

11. Post-Show Obligations of the Participant:

- i. All participating exporters/exhibitors shall be required to submit the duly filled Feedback Form to the representative of the Ayush Export Promotion Council at the exhibition venue on the last day of the fair.
- ii. Submission of the Feedback Form shall be treated as a mandatory post-event compliance requirement for participation in the exhibition and for processing of any applicable assistance/support under the relevant scheme(s).
- iii. Participants are also expected to provide relevant business feedback, trade enquiries, orders generated, and other information as may be required by the Ayush Export Promotion Council for reporting and evaluation purposes.



AYUSH Export Promotion Council

We look forward to your successful participation in Cosmobeaute Malaysia and wish you a productive and rewarding business engagement.

Regards,

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