



Grow-well in Bali

Where Wellness Becomes Beauty

Friday – Sunday
27-29 June 2025

Bali Beach Convention, Bali Beach Hotel
The Sanur, BALI – Indonesia



Photo: courtesy of Bagus Jati.

PT MELALI MICE

Our Motto "Details Make the Difference"



- **PT Melali MICE**, established in 2006, has successfully organized over 200 MICE (Meeting, Incentive, Conference, Exhibition) events in Indonesia and abroad, including in Singapore, India, Australia, Macau, Dubai, and more.
- We are proud to announce the **Bali Wellness and Beauty Expo 2025**, which will be held in Sanur, Bali, from 27-29 June 2025. With the theme "*Grow-well in Bali: Where Wellness Becomes Beauty*," this event aims to become an annual international expo.
- With the extensive network and expertise of Feri Agustian Soleh, who has been deeply involved in the world of Essential Oils and Wellness for decades, he is helping to bring this vision to life. Feri is the Co-Founder and Project Director of the Bali Wellness and Beauty Expo.
- As an initial step, we have conducted a tabletop event in China from 6-13 January 2025, across six major cities, and will continue the roadshow to Japan, Korea, and various other international events. We hope to bring together exhibitors and visitors from different countries.



PT MELALI MICE

OUR CUSTOMERS

INDONESIAN GOVERNMENT INSTITUTIONS



UNITED NATIONS ORGANS



INTERNATIONAL ORGANIZATION



INDONESIAN ORGANIZATION AND CORPORATE



FOREIGN CORPORATE



HUMAN RESOURCES



The core team of Melali MICE consists of more than 60 event experts who have proven their capabilities through the organization and management of major international events, with most of them holding MICE certification from a Professional Certification Body for MICE.



ELEVATE YOUR BRAND PRESENCE AT BALI'S PREMIER WELLNESS AND BEAUTY EXPO

Located in Bali, **the Bali Wellness and Beauty Expo 2025** is a pivotal event that will bring together top wellness and beauty industries from across Asia, focusing on natural and eco-friendly products. This expo offers an opportunity for industry players to introduce their outstanding products and services to buyers. Through seminars, workshops, and various interactive sessions, the expo supports a healthy lifestyle and holistic beauty, encompassing

physical, mental, and spiritual health. Set against the stunning backdrop of Bali, this event also educates and inspires buyers to adopt sustainable healthy living practices. **Bali Wellness and Beauty Expo 2025** is the ideal destination to explore the latest wellness and beauty trends that refresh both body and soul.



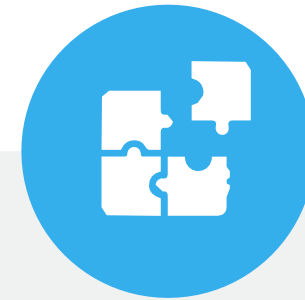
An Ideal Platform to Introduce Wellness and Beauty Industry



Opening Access to the Vast Asian Market



Unlocking New Business Opportunities



All-in-One:
Wellness and Beauty Solutions for Diverse Needs



Introducing Your Brand and Products



Boosting Your Brand's Popularity

WHY BALI?

1 EXPANSIVE MARKET

Bali, which is part of Indonesia, has a rapidly growing wellness and beauty market, experiencing an increase of over 20% in 2022-2023.

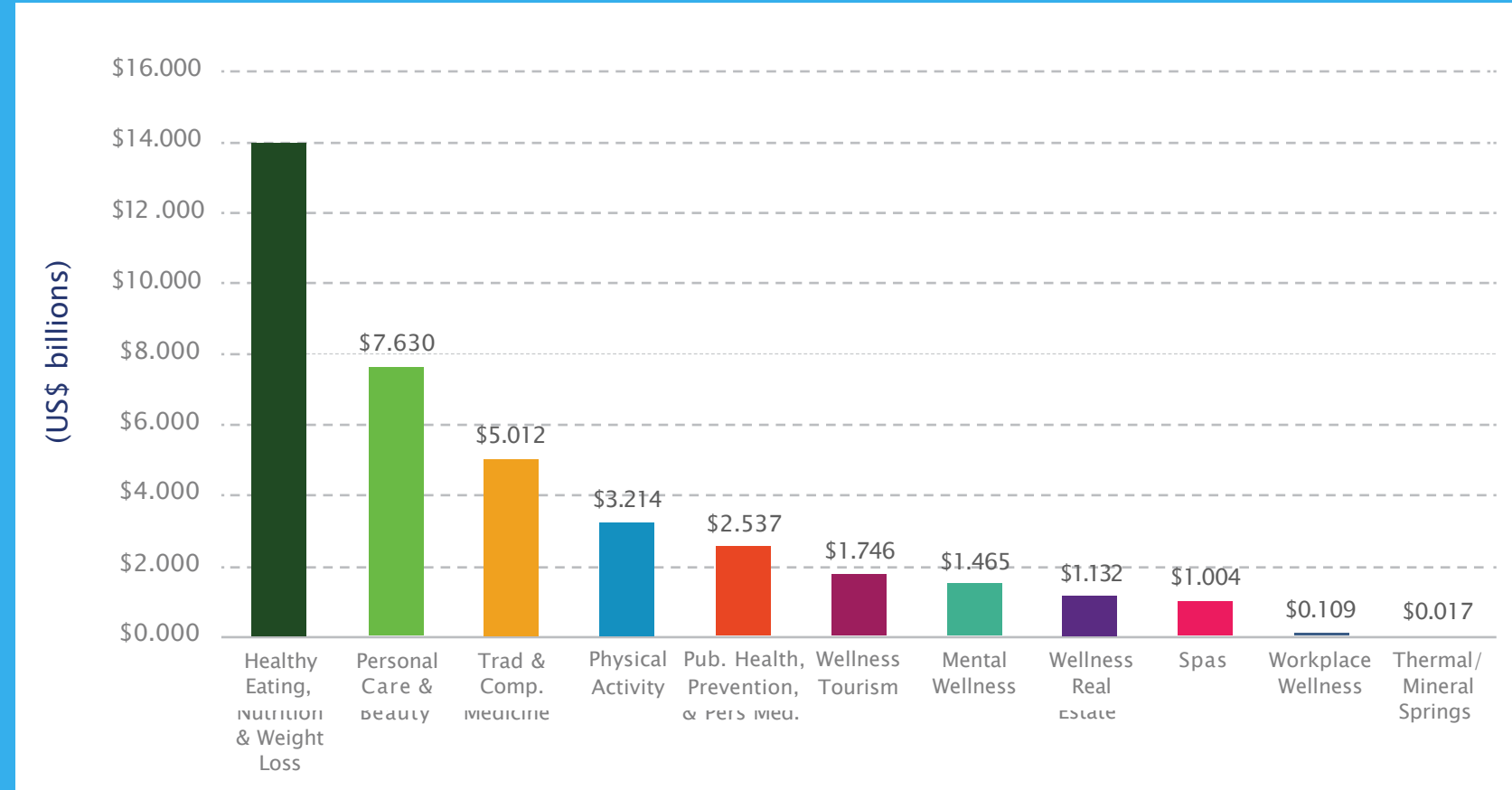
3 BIOCULTURAL RICHNESS

Bali, as the fertile land of Indonesia, has deep cultural roots and beauty rituals that are rich in tradition, using natural ingredients and unique techniques.

2 BALI AS THE PREMIER WELLNESS DESTINATION IN THE WORLD

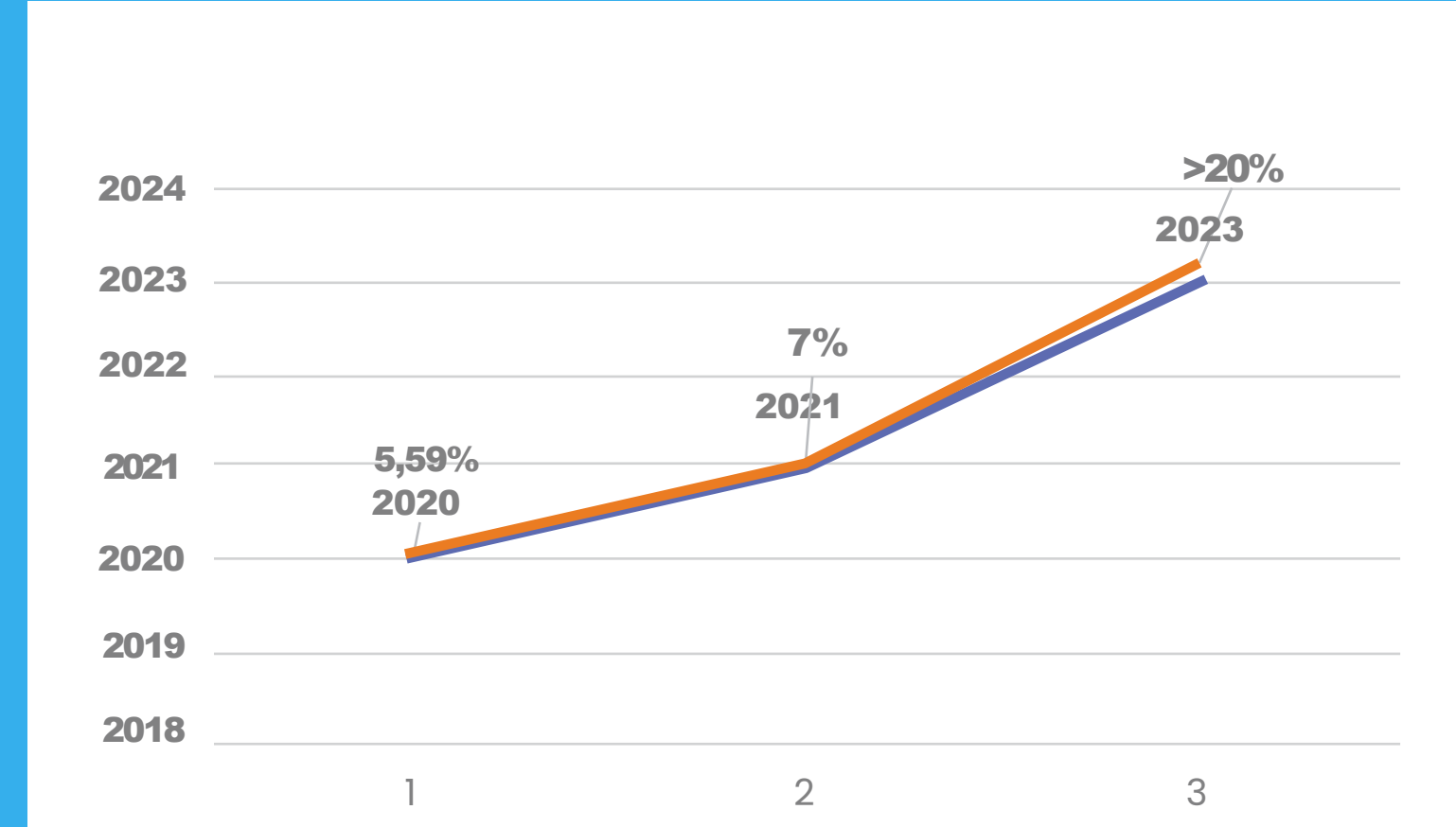
Bali is recognized as one of the world's top tourist destinations, renowned for its strong appeal in wellness (well-being and fitness) and is considered capable of providing physical and spiritual balance.

ASIA-PACIFIC: WELLNESS ECONOMY SECTORS (2022)



source: www.globalwellnessinstitute.org

THE GROWTH OF THE BEAUTY INDUSTRY IN INDONESIA



source: Journal of Management and Innovation Entrepreneurship (JMIE)

According to the 2022 Global Wellness Institute data, the Healthy Eating, Nutrition, and Weight Loss sector leads Indonesia's wellness economy with a value of \$13.934 billion, followed by the Personal Care and Beauty sector at \$7.630 billion. Although the Physical Activity sector is smaller, physical activity still plays a significant role. Referring to the Journal of Management and Innovation Entrepreneurship (JMIE), the Indonesian beauty

industry has grown rapidly, with an increase of more than 20% in 2023. These two data points reflect the high public interest in self-care and health products, as well as the large business prospects of the beauty industry.

OPEN TO CREATORS AND ENTHUSIASTS OF WELLNESS AND BEAUTY

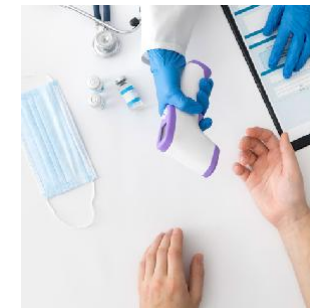
COMPANIES, EXPERTS, AND CREATORS OF WELLNESS AND BEAUTY PRODUCTS

Join us at BWB Expo 2025, the largest leading wellness and beauty event, for a brighter future for your brand.



NATURAL AROMATHERAPY AND PERFUME

Natural aromatherapy products and perfumes made from natural ingredients



HEALTH AND BEAUTY FACILITIES

Medical Treatment (Traditional and Modern)



PERSONAL BEAUTY CARE

- Organic and Natural Beauty Products, as well as Trending Products
- Facial, Skin, and Hair Care Products
- Makeup Demonstrations



WELLNESS RESORT DESTINATIONS AND RECREATION FACILITIES

- Spa Products and Services (Traditional and Modern) Resorts/Hotels and Other Venues with Wellness Programs



FASHION AND HEALTH ACCESSORIES

- Sportswear and Activewear
- Fashion and Health Accessories such as Yoga Mats and Meditation Tools
- Applications/Technologies and Innovations in Wellness and Beauty



HEALTHY FOOD AND NUTRITION

- Providers of Healthy and Organic Food
- Health and Herbal Supplements
- Nutrition and Diet Consultants
- Nutritional and Diet Products

EVENT HIGHLIGHT



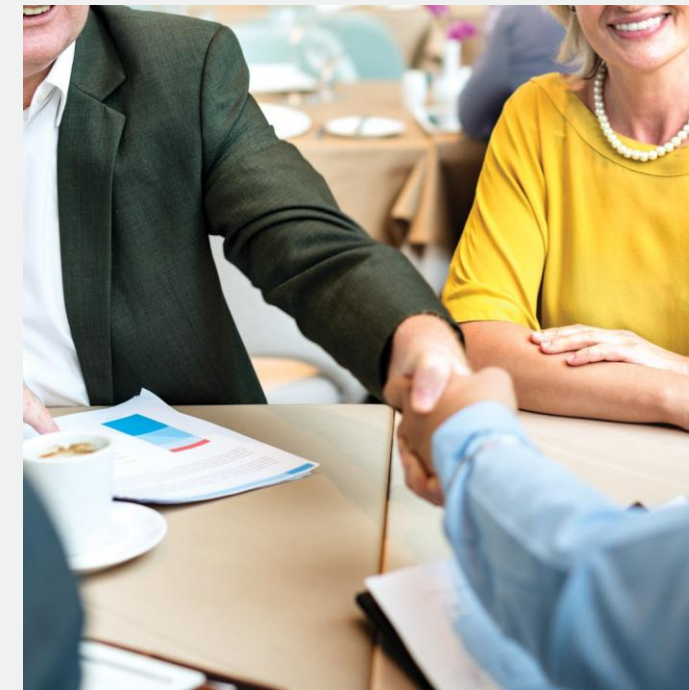
EXHIBITION

Explore the latest trends and innovations in the world of wellness and beauty from top brands, indie products, and artisans.



MARKET PLACE

Enhance your knowledge through seminars, workshops, and live demonstrations. Gain valuable connections with industry experts in wellness and beauty to expand your insights and expertise.



BUSINESS MATCHING

Find potential business partners that match your needs through BWB 2025.



QUIZ, GAMES, AND DOOR PRIZE

Join fun quizzes and games and get a chance to win exciting prizes throughout the event

WHY PARTICIPATE IN BWB EXPO 2025?



1

SHOWCASE YOUR PRODUCTS

Present your products directly to buyers and visitors, conduct interactive demonstrations, and highlight attractive offers from your product range.

3

BUILD RELATIONSHIPS

Interact and establish connections with buyers and visitors from Indonesia and various countries across Asia.

5

ACCESS TO MEDIA EXPOSURE

Take advantage of media coverage starting from the pre-event, during the event, and the post-event, which will boost your brand's profile and reach a wider audience.

2

MARKET INSIGHTS

Gain valuable access to market research and the latest trends, helping you understand consumer preferences and stay ahead in a competitive market.

4

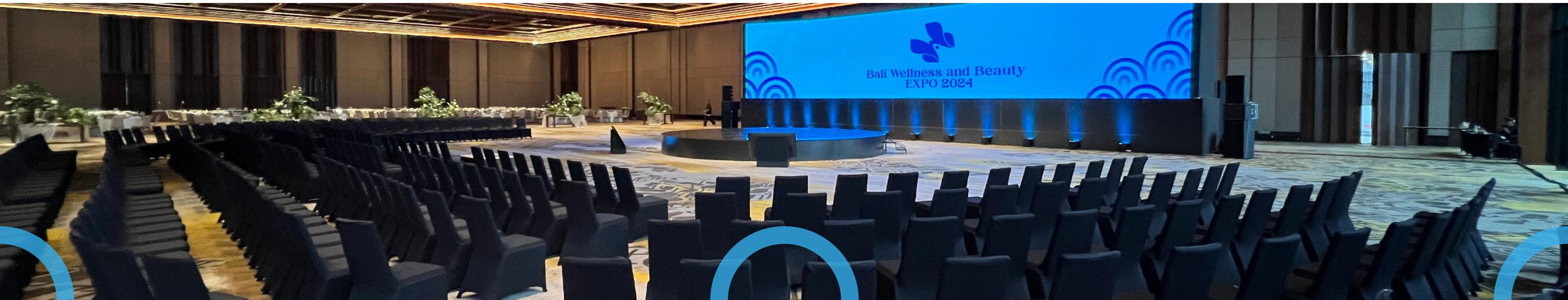
THE ULTIMATE WELLNESS AND BEAUTY EXPERIENCE

Enjoy an unforgettable experience with efficient business matching, a beneficial exhibition, a variety of innovative products, and engaging content—designed to optimize your wellness and beauty journey in one dynamic space.

BALI BEACH CONVENTION, BALI BEACH HOTEL SANUR, BALI

The Sanur is a world class wellness tourism destination in Bali, developed from the Bali Beach Hotel. As part of The Sanur, Bali Beach Convention (BBC) offers a luxurious exhibition hall covering 3,750 m², overlooking Sanur Beach, with a capacity of up to 5,000 people. Supported by the renovated Bali Beach Hotel with 273 rooms

and The Meru Sanur with 184 rooms, BBC is also equipped with two world class restaurants, a swimming pool, and other facilities. Its location in Denpasar ensures easy access, attracting visitors for a variety of events.



SPECIAL HEALTH ECONOMIC ZONE, THE SANUR, BALI - INDONESIA



Sanur Beach

Government Regulation
No. 41 of 2022
With total area of 41.26 Ha

BALI BEACH CONVENTION,
THE SANUR, BALI - INDONESIA

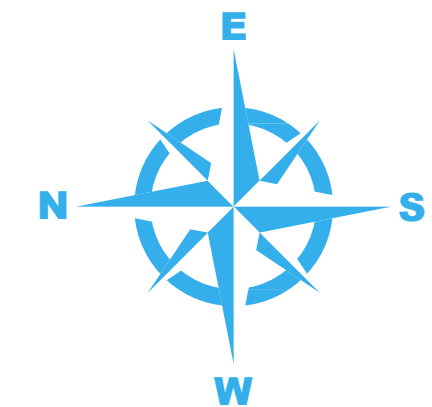
I GUSTI NGURAH RAI
INTERNATIONAL AIRPORT



BALI BEACH CONVENTION, THE SANUR, BALI - INDONESIA

Hotel & Resort Map

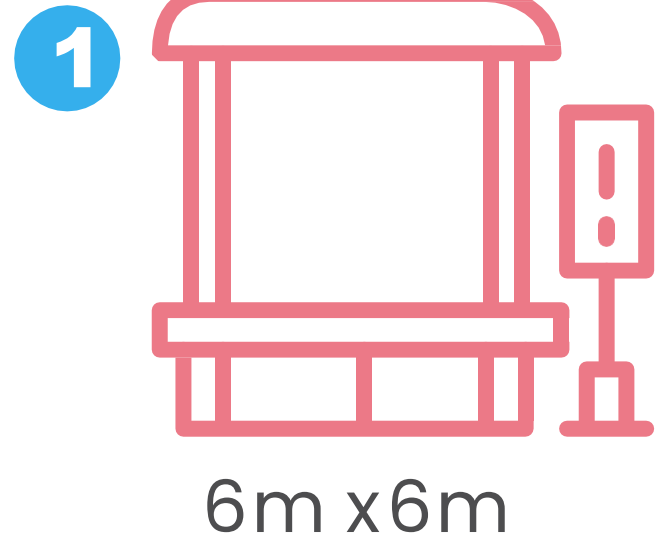
1. Main Entrance to Hotel
2. Rajapala Statue
3. Tirtasada Lobby
4. Bali Beach Convention
5. Main Entrance to Convention Center
6. Agoong Meeting Room
7. Bali Beach Hotel, The Heritage Collection
8. Roso Restaurant
9. Lounge
10. Soekarno Lounge
11. Arunika Restaurant
12. Hotel Swimming Pool
13. The Meru Sanur
14. The Meru Sanur
15. Resort Swimming Pool
16. Svasana Spa
17. Parking Area
18. Pura



Layout is not to scale

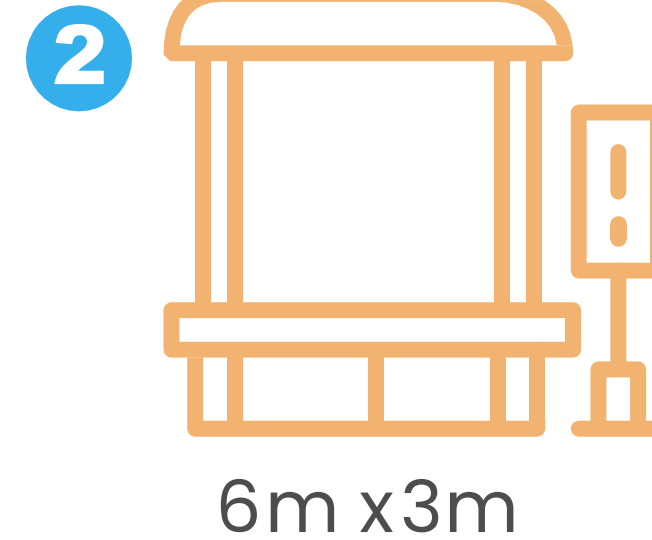
SECURE YOUR PLACE!

EXHIBITOR (SPACE & STANDARD BOOTH)



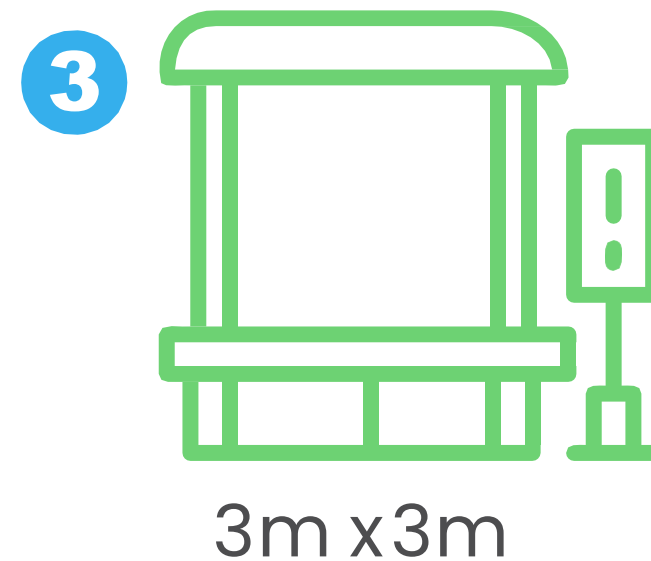
The facilities include:

Standard Booth R8 + flooring
6 Amp electricity
4 tables & 8 chairs
LED fluorescent lights
Fascia name
Trash bin



The facilities include:

Standard Booth R8 + flooring
4 Amp electricity
2 tables & 4 chairs
LED fluorescent lights
Fascia name
Trash bin



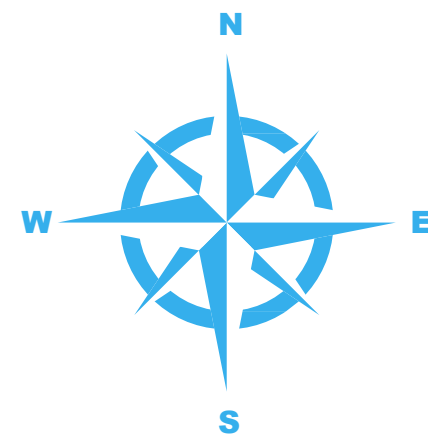
The facilities include:

Standard Booth R8 + flooring
2 Amp electricity
1 table & 2 chairs
LED fluorescent lights
Fascia name
Trash bin

Please note: the booth size and facilities are subject to change based on event requirements or other factors.

BWB EXPO 2025 EXHIBITION LAYOUT AND FLOORPLAN

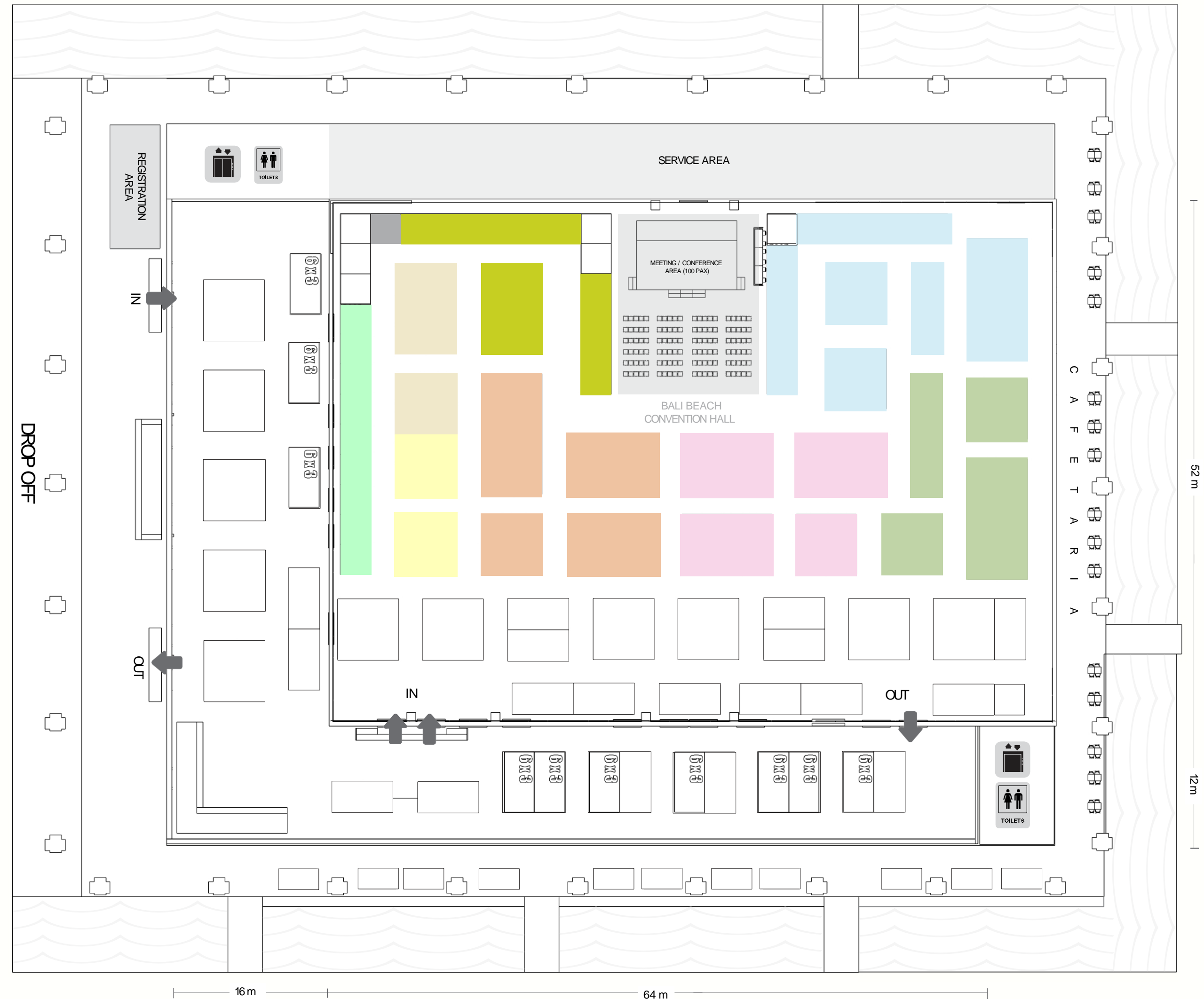
BALI BEACH CONVENTION, THE
SANUR, BALI - INDONESIA



INFORMATION

First come first served

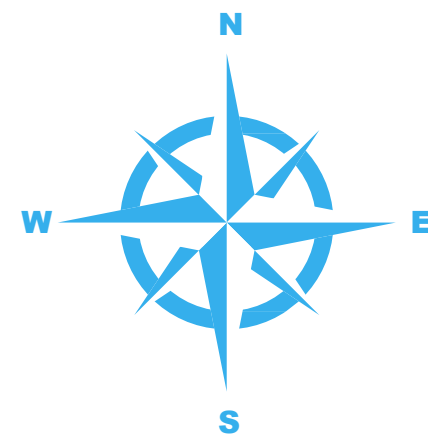
PHYSICAL ACTIVITY	PERSONAL CARE & BEAUTY
PUBLIC HEALTH , PREVENTION AND PERSONALIZED MEDICINE	TRADITIONAL & COMPLEMENTARY MEDICINE
MENTAL WELLNESS	HEALTH EATING , NUTRITION WEIGHT LOSS
WELLNESS REAL ESTATE & WORKPLACE WELLNESS	WELLNESS TOURISM, SPAS, AND SPRINGS



MORNING HORIZON BY THE SEA -
SUNRISE IN BALI

BWB EXPO 2025 EXHIBITION LAYOUT AND FLOORPLAN

BALI BEACH CONVENTION,
THE SANUR, BALI - INDONESIA



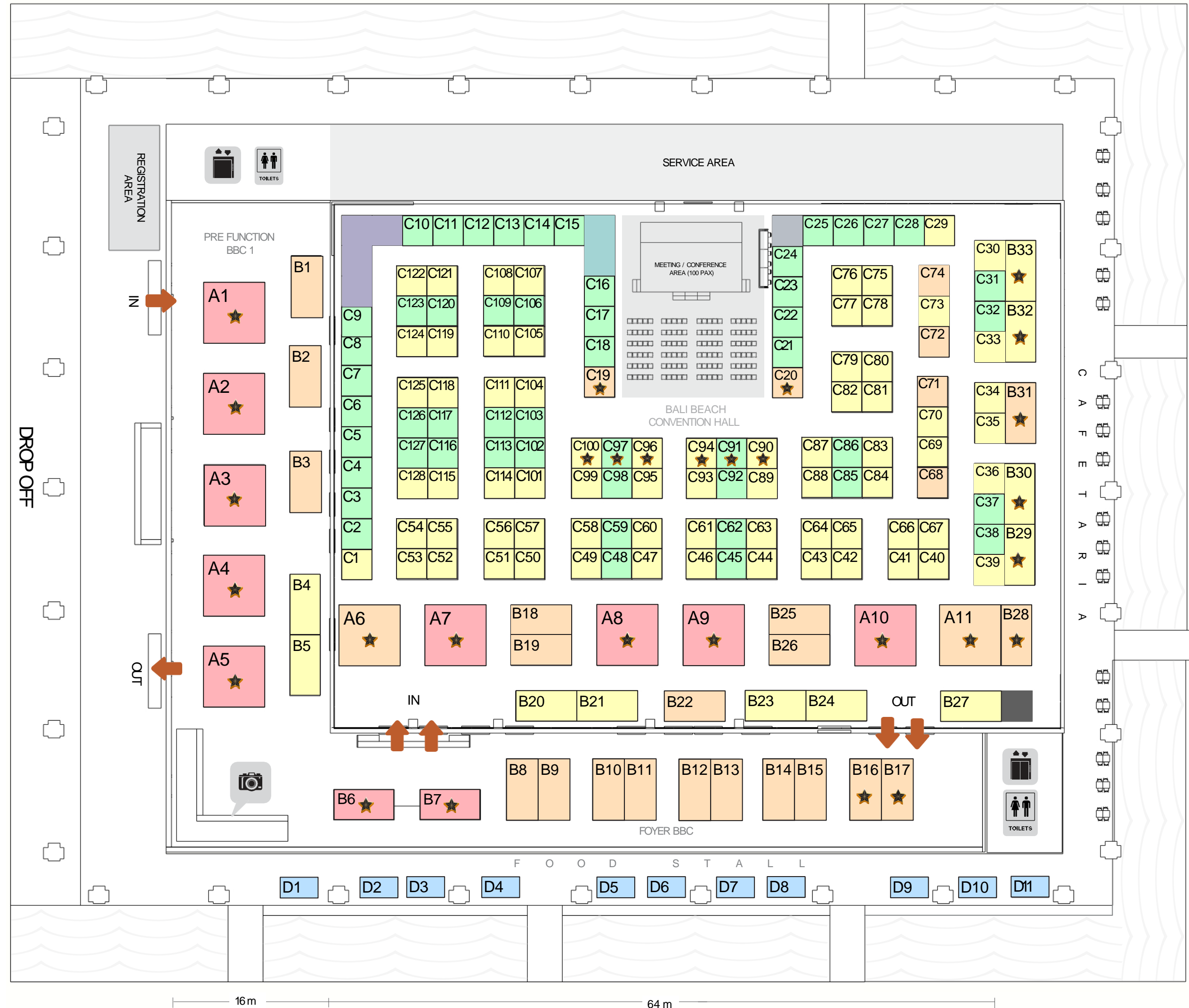
INFORMATION BOOTH

First come first served

4 SIDES	A	6m x 6m
3 SIDES	B	6m x 3m
2 SIDES	C	3m x 3m
1 SIDE	D	3m x 2m
★	★	PRIME LOCATION

- FOOD STALL
- MEETING CORNER
- CHARGING STATION
- PEO ROOM
- HELPDESK

X Booth Taken
as per
13-Jan-25



MORNING HORIZON BY THE SEA -
SUNRISE IN BALI

SECURE YOUR PLACE!

SPONSORSHIP

Choose the sponsorship package that suits your needs:

RECIPROCAL BENEFIT	PLATINUM	GOLD	SILVER
1 Presentation opportunity at the marketplace during the event	Prime Time (10 minutes)	1 Break Session (10 minutes)	—
2 Sponsor name mentioned by the mc during the opening ceremony	✓	✓	✓
3 Sponsor logo display on led screens at the main event	✓	✓	
4 Sponsor logo display in the drop-off lobby area (bbc)	✓	✓	✓
5 Sponsor logo display on led tv screens at the registration area	✓		
6 Sponsor logo display during breakout sessions in all classes	✓	✓	✓
7 Invitation to attend the bwb expo 2025 seminar	4 people	3 people	2 people
8 Id badge sponsor	4 pcs	3 pcs	2 pcs
Sponsor logo placement on print and digital media, including:			
Id card lanyards	✓		
Baliho	✓	✓	
Hanging banner	✓		
Exhibition entrance gate	✓	✓	
Sponsor list board in the exhibition area	✓	✓	✓
Sponsor logo on event e-flyers	✓		
Sponsor logo on visitor registration confirmation emails	✓		
Sponsor logo on event social media	✓	✓	✓
Sponsor logo on event website	✓	✓	✓

THE PRICE FOR SPONSORSHIP AND STANDARD BOOTH

CATEGORY Size and Position	BOOTH NO. For Sponsor only	SPONSOR (Reciprocal Benefits, R8, flooring, electricity, fascia name, desk, chair, trash bin)	STANDARD BOOTH (R8, flooring, electricity, fascia name, desk, chair, trash bin)
PLATINUM (6 X 6 M)			
Island prime	A1, A2, A3, A4, A5	USD 32,580.00	
Island Secondary	A7, A8, A9, A10	USD 30,325.00	
3 Sides Secondary	A6, A11	USD 27,745.00	
GOLD (6 X 3 M)			
Island Prime	B6, B7	USD 20,645.00	
3 sides prime	B16, B17, B28, B31	USD 17,745.00	
2 sides prime	B1, B2, B3, B8, B9, B10, B11, B12, B13, B14, B15		USD 11,945.00
3 sides secondary	B29, B30, B32, B33	USD 15,165.00	
2 sides secondary	B4, B5, B24, B27		USD 10,025.00
	B18, B19, B22, B25, B26		USD 7,425.00
	B20, B21, B23		USD 6,125.00
SILVER (3 X 3 M)			
3 Sides Prime	C19, C20	USD 11,280.00	
2 Sides Prime	C90, C94, C96, C100	USD 9,680.00	
1 Side Prime	C91, C97	USD 8,380.00	
3 Sides Secondary	C68, C71, C72, C74		USD 3,580.00
2 Sides Secondary	C1, C29, C30, C33, C34, C35, C36, C39, C40, C41, C42, C43, C44, C46, C47, C49, C50, C51, C52, C53, C54, C55, C56, C57, C58, C60, C61, C63, C64, C65, C66, C67, C69, C70, C73, C75, C76, C77, C78, C79, C80, C81, C82, C83, C84, C87, C88, C89, C93, C95, C99, C101, C104, C105, C107, C108, C110, C111, C114, C115, C118, C119, C121, C122, C124, C125, C128		USD 3,255.00
1 Side Secondary	C2 - C18 C21 - C28 C31, C32, C37, C38, C45, C48, C59, C62, C85, C86, C92, C98, C102, C103, C106, C109, C112, C113, C116, C117, C120, C123, C126, C127		USD 2,935.00

*include vat 11%

Thank You



Bali Beach Convention | 27-29 June 2025

Join Us!



Photo: courtesy of Bagus Jati.