



Indonesian cosmetics firm **Martina Berto** to launch in Middle East

Indonesian cosmetics company Martina Berto is set to enter the Middle Eastern market this year, according to a report published by The Jakarta Post.

The firm's Marketing Director, Samuel Eduard Pranata, has revealed that the company has plans to launch a selection of its halal beauty lines in Kuwait, Oman, Saudi Arabia, UAE and Qatar.

Brands that are set to make the transition include Hijab shampoo, Dewi Sri spa cream and PAC make-up. The move is planned for the end of the current financial quarter, with Martina Berto having already secured an agent in Dubai.

In a bid to meet the anticipated demand, the company has invested in an additional mixer, capable of producing an extra 1,320 tons of shampoo per year. The company has set sales targets of Rp 740 billion for the year, an increase of 6.5 percent.

The company was founded in 1977 by Dr. HC. Martha Tilaar, (the late) Bernard Institution, and Theresa Harsini Setiady. In 1981, the company established the first modern factory on Jl. Pulo Ayang No. 3, Pulogadung Industrial Estate, which produces cosmetics and herbal medicine under the brand name "Martha Tilaar Sariayu" for the first time. In 1986, the Company established two modern factories in Jl. Pulo Kambing, Pulogadung Industrial Estate ("Factory Pulo Kambing"). Due to the rapid growth in sales, in 1995, the company transferred production of herbs for Gunung Putri, Bogor. While factory Pulo Ayang transferred to a subsidiary, PT Cempaka Belkosindo Indah. It produces cosmetics under the brand "Mirabella" and "Cempaka". In 2005, PT Cempaka Indah Belkosindo merged with the company so that the brand "Mirabella" and "Cempaka" is combined with the production at the plant Pulo Kambing. Furthermore, Pulo Ayang diverted factory and allows a sales office next to the company's Distribution Center, which is located on Jl. Pulo Ayang No. 24-25, Industrial Estate Pulogadung.

In 1993, the Company acquired PT Cedefindo, where the main business is a Contract Manufacturing (Makloon) in cosmetic products, as the expansion of the company's upstream business. Further, the company sells an asset factory in Gunung Putri and then continue running the medicinal plants with the rental agreement until the end of 2011.

The main activity of the company is:

Producing goods cosmetics and traditional medicine (herbal medicine)

Marketing and Trading of cosmetics, beauty care and traditional medicine items.

In addition, the company has the support of business activities conducted by its subsidiary, PT Cedefindo, which manufactures cosmetics contract or makloon with dry, semi-solids, liquids, and aerosols. In addition, the services including formulation, registration, manufacture of raw material / packaging, production processes, packaging, and a one-stop logistics services for Martha Tilaar Group's internal and external to other companies.