

Your Beauty, Our Inspiration



K BEAUTY EXPO KOREA 2024

16th 2024 K-Beauty Expo Korea

17th - 19th October, 2024



Host **KINTEX** | Organizer **KINTEX kotra**

K-BEAUTY EXPO accompanies your expansion to the Korean & Global market.

Exhibition Overview

Title K-Beauty Expo Korea 2024

Date 17(thu) - 19(sat), Oct, 2024

Venue KINTEX Hall 7-8

Scale 400 companies, 650 booths / 22,580m²

Host KINTEX

Organizers KINTEX kotra

Sponsors

 Ministry of Trade, Industry and Energy

 Ministry of SMEs and Startups

 Ministry of Food and Drug Safety

 KCA

Website www.k-beautyexpo.co.kr

Exhibits



Cosmetics



Packaging



Hair



Body



Nail



Inner Beauty Food



Aesthetics



Medical Service



Ingredients



Beauty Tech

Why K-Beauty Expo Korea?



1. The Largest Beauty Expo

- Scale: 22,580m² (Double that of other major expos)
- 350 professional local exhibitors
- 38 professional global exhibitors



2. Intensive Business Meetings

- Consulted: 1 billion USD / Contracted: 20 million USD
- 6,500 international buyers
- Diverse business meeting programs (pre-matching, walk-in, etc.)



3. Aggressive Sponsorship and Promotion

- Exclusive sponsorship program
- High exposure of exhibitors' products through events and press release



4. Vivid Concurrent Events

- K-Beauty Insight Concert, BeautyFull(CSR event), K-Beauty ASEAN business forum, Green&Clean Beauty Seminar
- Attracting many powerful, potential buyers through concurrent events



Sponsorship Opportunities

Elevating Beauty, Empowering Brands!

K-Beauty Expo 2024 offers official sponsorship program for exhibitors. Expand your brand awareness and reach out to potential customers.



2023 Official Sponsors



CHIC BLANCO

- 2023 Diamond Sponsor
- Jinyoung Hong, a Korean singer, launches a new cosmetic brand as the brand CEO
- Jinyoung Hong Queen's Diet, Hongshot, Chic Blanco, etc.



YURA

- 2023 Silver Sponsor
- One-stop service of Eastern Europe exports
- Supports logistics, customs, etc. of promising K-brands



2023 Show Results



Scale

21,384m²



Exhibitors

350 companies
500 booths



Visitors(Including Buyers)

36,777
(international: 6,525)

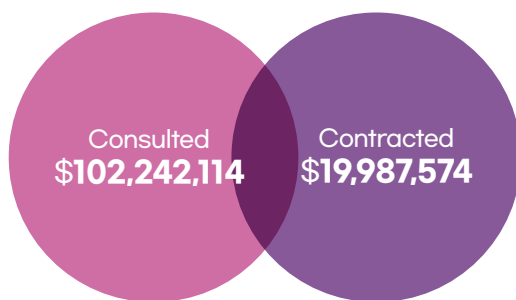


Invited Buyers

38 companies
93 booths

Business Meeting Results

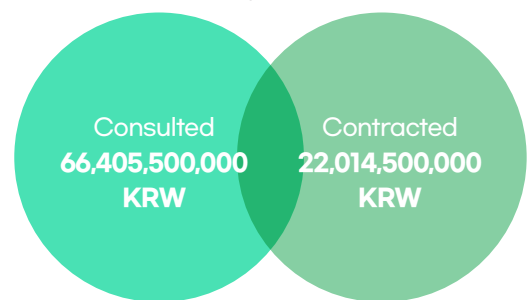
International Buyers Invited by KOTRA



- Consulted **\$102,242,114**
- Contracted **\$19,987,574**
- Meetings **656**

Local Distributor Meetings

(Lotte Department Store, etc)



- Consulted **6.6 billion KRW**
- Contracted **2.2 billion KRW**
- Meetings **285**

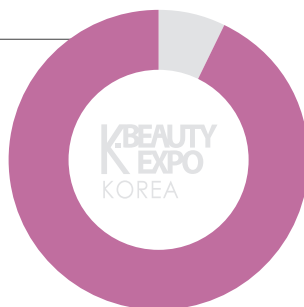
Survey Results

Exhibitors

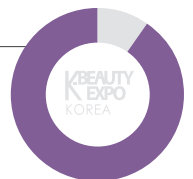
Overall satisfaction of the show

Unsatisfied 7.1%

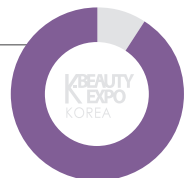
Satisfied 92.9%



Willingness to participate again next year **promising 90.3%**



Willingness to recommend the exhibition **recommendation 90.9%**

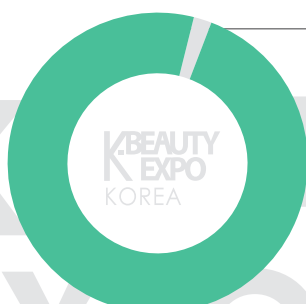


Visitors

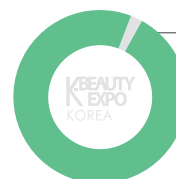
Overall satisfaction of the show

Unsatisfied 1.8%

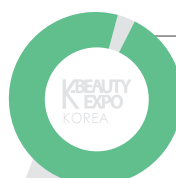
Satisfied 98.2%





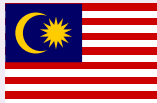

Willingness to visit next year's show **promising 97.9%**



Overall satisfaction to the exhibits **satisfied 96.8%**



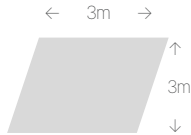

Main Buyers

 <ul style="list-style-type: none"> * Nagoya RIZAP Group: Japan's largest health care corporate * Nagoya CENQUR: holds over 20,000 Japanese suppliers 	 <ul style="list-style-type: none"> * Warszawa Hebe: runs over 300 drugstores in Poland 	 <ul style="list-style-type: none"> * Kuala Lumpur Parkson Corporation: a large listed company in Malaysia, Hong Kong, Singapore. Operates 80 department stores 	 <ul style="list-style-type: none"> * Ulaanbaatar Asiapharma Med LLC: a large Mongolian pharmaceutical company. Supplies over 1,600 Mongolian pharmacies
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Registration

Booth Price

* The booth design is subject to change.

Space only	\$4,200 (per 1 booth / 3x3)	<ul style="list-style-type: none"> • Only space is provided(Minimum unit: 2booths) • Booth construction shall be carried out by KINTEX's official contractor selected by the exhibitor 	
Shell Scheme (Standard booth)	\$4,500 (per 1 booth / 3x3)	<ul style="list-style-type: none"> • Fascia board, lights, carpet, electricity (1kw) • 1 information desk, 1 chair • Other facilities than above are available at additional charge 	

Early Bird Discount

Option 1	Registration by 2024. 03. 31.	\$300 discount per booth
Option 2	Registration by 2024. 06. 30.	\$200 discount per booth

Schedule

1 Online Registration Option 1 : 2024. 03. 31. (300 USD discount per booth) Option 2 : 2024. 06. 30. (200 USD discount per booth)	➤	2 Balance Payment(100%) Within 1 week of registration	➤	3 Additional Facility Payment (100%) 13th September, 2024	➤
4 Additional Facility Registration, B2B Matching Registration 13th September, 2024	➤	5 Exhibition 17th - 19th October, 2024 			

K-BEAUTY EXPO KOREA

K-Beauty and K-Medtech leads the world with

**K-BEAUTY
EXPO**



**K Med Expo &
Saigon Int'l Meditech Show**

**K-Med
Expo
VIETNAM**

VIETNAM
2024. 6. 13(thu) ~ 15(sat)
SECC, HO CHI MINH

**K-BEAUTY
EXPO
KOREA**

KOREA
2024. 10. 17(thu) ~ 19(sat)
KINTEX, GOYANG

**K-BEAUTY
EXPO
TAIWAN**

TAIWAN
2024. 8. 16(fri) ~ 19(mon)
TWTC, TAIPEI

Saigon Beauty Show

**K-BEAUTY
EXPO
VIETNAM**

VIETNAM
2024. 11. 7(thu) ~ 9(sat)
SECC, HO CHI MINH



K-Beauty Expo Official Website

2024 K-BEAUTY EXPO ORGANIZING COMMITTEE

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