

Where Beauty Begins

K-BEAUTY EXPO KOREA 2021

- » World-leading market place for K-Beauty industry
- » Globalization of K-Beauty – World Beauty Network
- » Right place of state-of-the-art technology and information exchange
- » Maximizing customer success with On-and-offline Hybrid Event

Innovative solution for the industry's futuristic growth, K-Beauty Expo

▶ 1:1 Match with buyers from more than 40 countries ▶ Various Exhibitor Support Programs

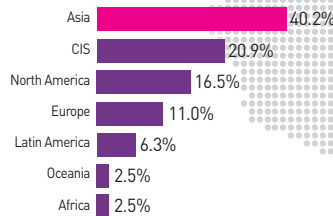
- Over 30% of the buyers have more than 100 mil USD Sales
- Worldwide distributor 'Global Supply Chain' invited to the show

- KOTRA overseas buyers export conference
- Buyer Booklet
- On-and-offline MD consultation
- Beauty-box giveaways
- Advertising in seminars and lobbies

Major Buyers



Overseas Buyer Ratio by Continents



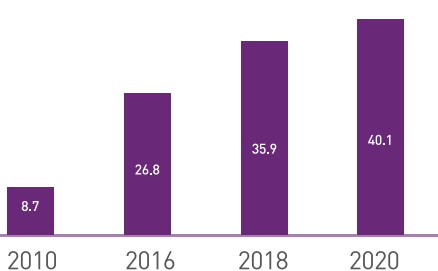
Major Visiting Countries



ROAD MAP

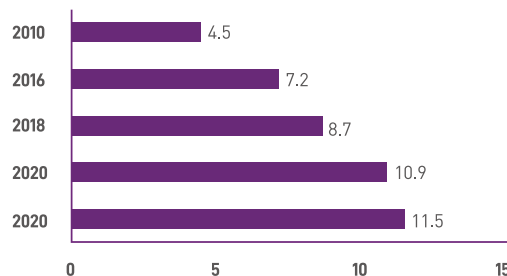
Korea Cosmetics Market Size

*Unit : Billion USD

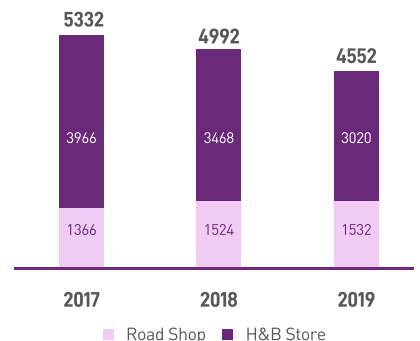


Volume of E-commerce Trade in Cosmetics, Korea

*Unit : Billion USD



Total Number of Retail Shops, Korea



K-BEAUTY EXPO KOREA

World-leading market place for K-beauty industry

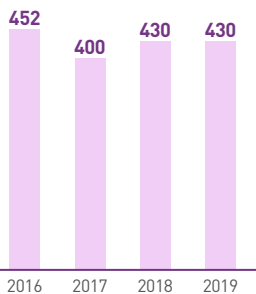
Event Summary

What » K-BEAUTY EXPO KOREA 2021
When » 7 – 9, October, 2021
Where » KINTEX 4&5 Hall (21,384m²)

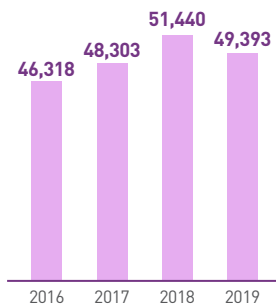
Organized by » **KINTEX kotra**
Web » www.kbeautyexpo.com
Exhibiting Category » Cosmetics, Aesthetic, Hair, Body Care, Nail, Raw Materials, Packaging, Smart Beauty Device, etc.

Post-show Results (2016~2019)

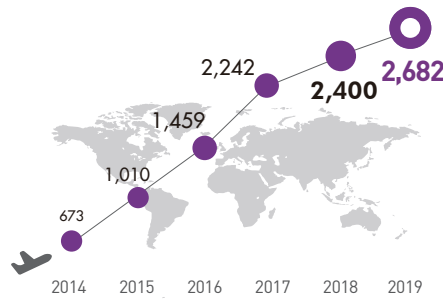
Exhibitors



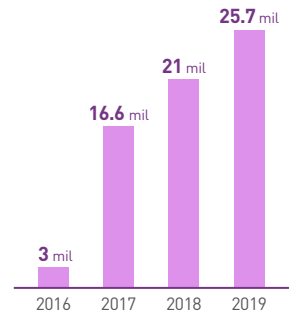
Visitors



Overseas Buyers



On-site Contracts (USD)



2020 Online Show Results

Exhibitors



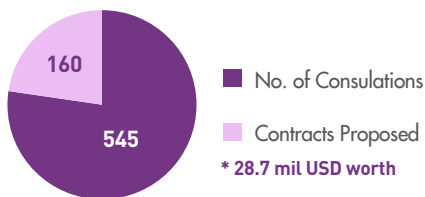
Overseas Buyers



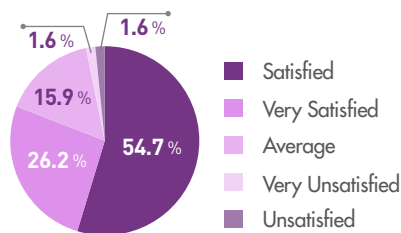
Online Visitors



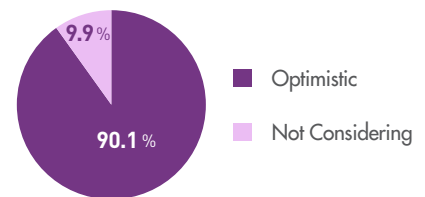
Consultation Result



Consultation Satisfaction



Re-attendance



Gallery



K-BEAUTY GLOBAL NETWORK

Gateway to New Markets

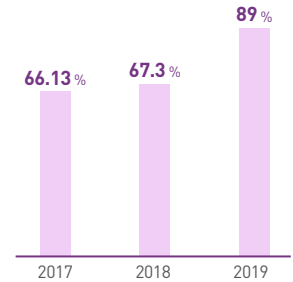
K-BEAUTY EXPO TAIWAN

- What** » K-BEAUTY EXPO TAIWAN 2021
- When** » 13(Fri) ~ 16(Mon), August, 2021
- Where** » TWTC, Taipei, Taiwan
- Organizer** » **KINTEX**
- Size** » 30,000m² (Co-located)
- No. of Exhibitors** » 65(Korean), 200(Co-located)
- Visitors** » 20,000

2019 Show Results

- Exhibitors**
60 Exhibitors, 66 Booths
- Visitors**
192,548 (Co-located)
- Contracts Proposed**
6.5 mil USD
- Actual Contracts Made**
1.5 mil USD

Exhibitor Satisfaction



K-BEAUTY EXPO INDONESIA

- What** » K-BEAUTY EXPO INDONESIA 2021
- When** » 24(Wed) ~ 26(Fri), November, 2021
- Where** » JIExpo, Jakarta, Indonesia
- Organizer** » **KINTEX**
- Size** » 4,000m² (Co-located)
- No. of Exhibitors** » 60(Korean), 90(Int'l)
- Visitors** » 10,000

2019 Show Results

- Exhibitors**
9 Countries 120 Exhibitors, 140 Booths
- Visitors**
8,213
- Buyers**
33 Countries, 350 Companies

- Exhibitor Satisfaction**
72.8%
- Contracts Proposed**
63 mil USD

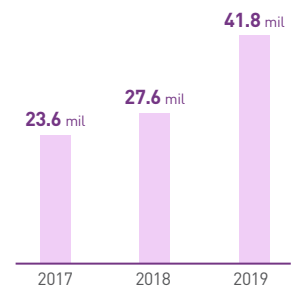
K-BEAUTY EXPO VIETNAM

- What** » K-BEAUTY EXPO VIETNAM 2021
- When** » 4(Thu) ~ 6(Sat), November, 2021
- Where** » SECC, HCMC, Vietnam
- Organizer** » **KINTEX**
- Size** » 5,000m²
- No. of Exhibitors** » 100(Korean), 50(Int'l)
- Visitors** » 10,000

2020 Show Results

- Exhibitors**
8 Countries 99 Exhibitors, 118 Booths
- Visitors**
4,741
- Buyers**
8 Countries, 81 Companies
- Re-attendance intention**
76.36%

Contracts Proposed (USD)



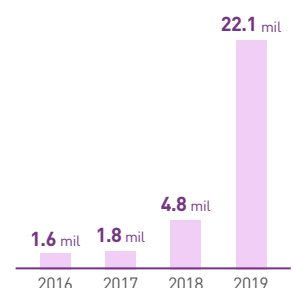
K-BEAUTY EXPO BANGKOK

- What** » K-BEAUTY EXPO BANGKOK 2021
- When** » 16(Thu) ~ 18(Sat), December, 2021
- Where** » BITEC, 101 Hall, Bangkok, Thailand
- Organizer** » **KINTEX**
- Size** » 5,480m²
- No. of Exhibitors** » 120(Korean), 130(Int'l)
- Visitors** » 10,000

2019 Show Results

- Exhibitors**
200 Exhibitors, 250 Booths
- Visitors**
8,143
- Buyers**
1,028
- Export Consultation**
1,436 times

Actual Contracts Made (USD)



2021 K-BEAUTY EXPO SUCCESS STRATEGY

1

Cutting-edge Hybrid Event

» On-and-Offline double-track promotion

2

Beauty Trendsetter

» Programs and Seminars related to recent issues and trends

3

Discovering K-Beauty Innovative Hidden Champions

» Debut stage for market-leading hidden champions

4

Diverse Programs for Customer Success

» Product Promoting Business Programs for New Markets

Why K-BEAUTY EXPO?

K-BEAUTY EXPO KOREA



1,500 buyers from overseas



B2B promotions to
50,000 visitors



Viral marketing via
K-Beauty SNS



Various additional programs
for exhibitor promotion

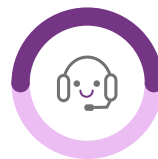
K-BEAUTY EXPO GLOBAL



'K-BEAUTY' EXPO, no more
Korean Pavilion



Co-locating with one of the
largest local beauty shows



Export consultation program
with local buyers



Application discounts for
SMEs' overseas participation

Contacts

Event	K-BEAUTY TEAM
K-BEAUTY EXPO KOREA	Mi-Seon Hwang +82-31-995-8223 miseon@kintex.com
	Chloe Lee +82-31-995-8045 chlee@kintex.com
	Adam Seo +82-31-995-8047 jwseo@kintex.com
K-BEAUTY EXPO GLOBAL	Eli Kim +82-31-995-8224 eli@kintex.com
	Tommy Park +82-31-995-8043 sipark@kintex.com
Website	www.kbeautyexpo.com