

# 'K-BEAUTY EXPO 2018' POST SHOW REPORT

## Fast Fact

- Period : **Oct. 11, 2018 (Thu.) ~ Oct.14. (Sun.) / 4days**
- Venue : **KINTEX 3-4-5 Halls**, Goyang SEOUL KOREA (32,157m<sup>2</sup>)
- Exhibition items : Cosmetics, Hair, Nail, Health, raw material, packing, Fashion, Fitness, etc.
- Host/Organizers : Gyeonggi-do / KINTEX, KOTRA
- Participating companies : **25countries, 430 companies, 750 booths**
- Top 10 Participating Countries



- Volunterly Visiting Global Buyers



## Summary

- (1) Exhibitors : **430 companies / 750 booths** (up 7.1% from the previous year)
- (2) Overseas buyers : **243 companies (Officially Invited Only)**  
 (49 countries including USA, Japan, France, Germany, Russia, and China)  
 - Application of 1:1 BIZ Matching Program and export consultation (2 days)
- (3) Visitors  
 - **Total of 51,440 Visitors / 2,400 Foreigners (up 6.4% to the previous year)**  
 ※ 2017 : 48,308 visitors in total / 2,242 foreigners
- (4) Consultation & contract : **3,497 cases Consultation took place**  
 - **1 : 1 export consultation result(overseas buyers)**

Classification	2018 show days (4 Days)
<b>Consulting result</b>	<b>USD 834,733,875</b>
<b>Contract (on-site)</b>	<b>USD 21,712,330</b>

**(5) The result of participating companies satisfied**

Classification		Dissatisfied	Satisfied
General satisfaction		24.90%	75.10%
Wish to participate again		14.45%	<b>85.55%</b>
Intend to recommend other companies in similar business lines		14.79%	85.21%
<b>Satisfied percentage</b>	Operation proficiency of the host	12.90%	87.10%
	Expo Quality (Guiding materials, Mark, Guides)	5.95%	<b>94.05%</b>
	Level of participating companies	9.49%	<b>90.51%</b>
	External publicity of exhibition (Promotion for applicants)	13.04%	86.96%

**☐ Next year's participation schedule**

- **Oct. 10. (Thu.) ~ Oct. 13. (Sun.), 2019 / 4days**
- Online Registration Only : [www.k-beautyexpo.co.kr](http://www.k-beautyexpo.co.kr)
- **166 companies 253 booths already reserved for 2019**

**☐ Key comments of participating companies**

○ **CELLRETURN**

The result of this year was very satisfied, and we are planning to participate with double size of booth in next year. [10 booths (2018), → 20booths (2019)]

This year, we attended 6 times with K-beauty included Korea and overseas. Next year we expect better performance than this year.

○ **Dermall Matrix**

Total of Ex/Import consulted amount was \$1.36million. Inparticular, PTNHealthcare, aGermanbuyer, has requested the registration of CPNP(European Single Cosmetics Registration Portal) with strong hopes of delivering to hospitals and online shoppingmall in Germany. I am sure that it will bring good responses in the German market.

○ **Amusecos**

Participated in K-BEAUTY international first and got good performances hence, we decided to participate in K-BEAUTY EXPO KOREA 2018. It was well managed the meeting with buyers so it was successfully held in advance. We were able to promote the product effectively due to the high amount of attendees. We are planning to find new market mainly in Southeast Asia therefore, next year we will visit to K-BEAUTY EXPO Indonesia and Hong Kong.

○ **Beauty Cosmetic co., LTD.**

Shanghai Pechoin Daily Chemical Co., Ltd from China, keeps interested in Korean products especially, hydrogel mask pack that selling from the online market. Also, they were quite enjoyed of demonstration of sample testing promotion from each exhibitor. We intend to develop into a great business partner in the future. Overall, a \$ 10 million contract amount is expected.

○ **KOMOPOZERS**

I was surprised that I had met with many unexpected big buyers and had opportunities to have meeting with them. It was a really great fortune that I was included here, and I will go back to Thailand and notify to other companies.

○ **SOCIEBEAUTE.,CO LTD.**

\$ 15 million Im/export consultation amount had been completed and an additional \$ 5 million of contract amount will be expected. As a result of consultation with the buyer, I had gotten a good evaluation from Japanese consumers. We were highly satisfied with exhibitors' products that are differentiated from existing brands, and also will consider selecting the main products for the local market. K-BEAUTY EXPO will be the starting point for us, we are planning to expand into the Japanese market in the future.

## Event Photos

- K-BEAUTY EXPO 2019 | **Oct. 10.(Thu.) ~ Oct. 13.(Sun.)**
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- Online Registration | [www.k-beautyexpo.co.kr/EN](http://www.k-beautyexpo.co.kr/EN)



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