



— The 32nd —

COSMO BEAUTY SEOUL 2018

Seoul Int'l Cosmetic & Beauty Industry Expo

May 9th (Wed.) ~ 11th (Fri.), 2018
COEX Hall A, SEOUL, KOREA

www.cosmobeautyseoul.com



B2B

COSMOBEAUTY SEOUL 2018

KOREA'S FINEST B2B EXHIBITON IN BEAUTY AND PERSONAL-CARE INDUSTRY

EXHIBITON OVERVIEW

COSMOBEAUTY SEOUL 2018

- * **TITLE** 2018 SEOUL INTERNATIONAL COSMETICS & BEAUTY EXPO(COSMOBEAUTY SEOUL 2018)
CONCURRENT EXHIBITION : 2018 INTERNATIONAL HEALTH INDUSTRY EXPO(INNER BEAUTY · HEALTH ZONE)
- * **PERIOD** MAY 9TH (WED.) ~ 11TH (FRI.), 2018 (3 DAYS)
- * **VENUE** COEX HALL A, SEOUL, KOREA
- * **ORGANIZER BY** KOREA INTERNATIONAL EXHIBITION CO., LTD. (KIECO) / KOREA BEAUTY INDUSTRY SOCEITY(KOBIS)
- * **SUPPORTED BY** MINISTRY OF TRADE INDUSTRY AND ENERGY / KOREA FOOD AND DRUG ADMINISTRATION /
(Expected) SMALL & MEDIUM BUSINESS ADMINISTRATION / SEOUL BUSINESS AGENCY(SBA) / KOREA COSMETIC ASSOCIATION

EXHIBIT ITEMS

COSMOBEAUTY SEOUL 2018

* BEAUTY ZONE



• COSMETICS

Skincare | Functional Cosmetics | OEM · ODM |
Bio · Oriental Cosmetics | Men/Kids-line Cosmetics |
Makeup | Fragrance | Cleanser · Soap | etc.



• INGREDIENTS · PACKAGING

Cosmetic Ingredients | Container | Packing vessel |
Subsidiary materials | Research · Production equipment | etc.



• AESTHETIC · SPA

Professional cosmetics and device for skin care shop |
Body care products | Spa products and device |
Eyelash · Semi-permanent makeup and device | etc.



• HAIR · SCALP

Hair · Scalp care | Hair equipment | Wig and Hair accessories |
Hair-loss treatment | etc.



• NAIL · FOOT · TATTOO

Nail · Foot care | Nail · Foot art | Nail · Foot equipment |
tattoo | etc.



• OTHERS

Embassy | Local government | Techno Park | Training Institute
for Academia & Industry | Research and development · clinical
test institute | Consulting | Franchise · Service shop |
Associations and groups | etc.

* INNER BEAUTY ZONE (HEALTH)



Weight loss diet | Health · Functional Food |
Functional Ingredients | Base Material | Functional Beverage |
Food Additives | Associations and Groups | etc.



* ORGANIC ZONE (ORGANIC & NATURAL)

Organic · Vegan Cosmetics | Eco-friendly ingredients &
Products | Organic · Natural daily items |
Associations and Groups | etc.



Exhibition Scale

*** Overall Scale** 18 countries 462 companies, 793 booths



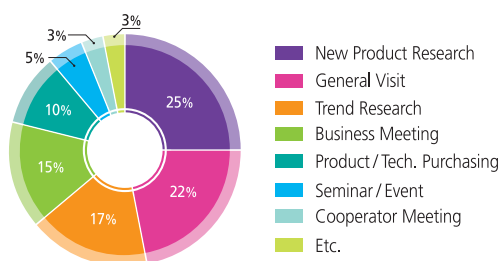
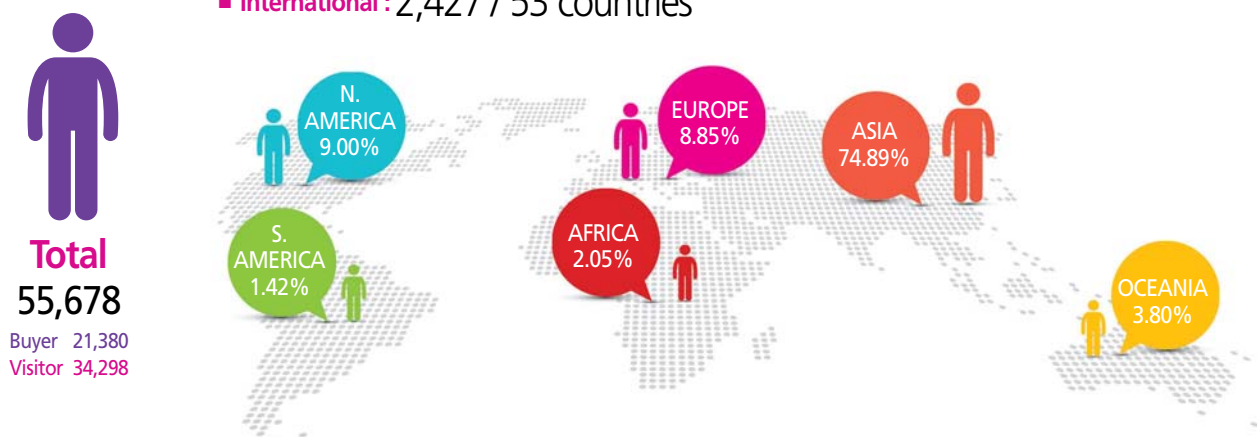
South Africa / Germany / Russia / Macau / Malaysia / U.S. / Singapore / U.K. / Egypt / Italy / Japan / China / Pakistan / Poland / France / Turkey / South Korea / Hong Kong

Visitor Analysis

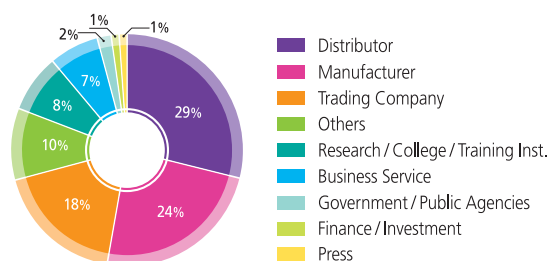
*** Buyer Analysis** ■ Domestic : 18,953

• **Visited Buyer** - Department stores(Lotte, Shinsegae, etc) / Home shopping(CJ mall, Home & Shopping, etc) / Duty Free Shops(Shilla, Lotte, etc) / Large Markets(E-Mart, Homeplus, etc) / Drugstores(Olive Young, LOHB's, Watsons, etc) / Open Markets(11st, Interpark, Coupang, Ticket Monster, etc), etc

■ International : 2,427 / 53 countries



Purpose of Visit



Visitor Classification

■ SPECIAL ZONES (Expected)



01 * MEDIA SPECIAL ZONE

- MONTHLY BI Aesthetic / Spa
- JANGUP NEWS Ingredients / Sub-material
- WEEKLY CMN Korea's Best Cosmetics Zone
- Kantar Worldpanel
- COS'IN Natural Organic



02 * MEN'S BEAUTY STYLING ZONE

- Men's Grooming Session Hair Styling / Skincare / Men's Beauty



03 * WOMEN'S CARE ZONE

- Women's special treatment for inner beauty
Female personal hygiene items, feminine cleanser etc

NEW

04 * ROOKIE OF THE YEAR ZONE

- Welcoming new exhibitors
The leading new-born products will be introduced officially to the public.

※ Some contents above may change due to circumstances of the Organizer.

■ COSMOBEAUTY SEOUL EVENTS

* 1:1 Biz-Matching



* Seminar & Conference



* Rookie Launching Show



* New Item Test Zone



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WHY

COSMOBEAUTY SEOUL 2018



* A Starter Package for Rookies

We provide special promotion programs, such as 'New Product Launching show', 'Rookie of the Year,' and 'New Product Test Zone' for new companies and new products to be shown more effectively.



* 1:1 Biz-Matching Program

We manage an efficient meeting program for our exhibitors and buyers to have more effective and meaningful business meetings by arranging them in advance.



* Domestic Importers Buyers Program

Domestic importers and buyers will be invited to the fair solely according to exhibitors' preference then we support our domestic buyers to participate in the business meetings more actively.



* Trend Follower - Seminars & Conferences

Following up with fast-changing trends, we organize the most professional and informative Industrial seminars to keep everyone updated with latest trend news and knowledge.

2017 major seminars were brought to you by :

BEAUTYSTREAIIS
INSIGHT INSPIRATION INTELLIGENCE

EUROMONITOR
INTERNATIONAL

amazon



* Effective Post-Promotion

Even after the fair, we will continue to support your business by providing post-promotion systems. Monthly released E-Newsletters to buyers will contain additional Information of our exhibitors.

※ Some contents may change due to circumstances of the Organizer.

■ 2017 SATISFACTION LEVEL OF THE SHOW

• Overall Satisfaction Level : 85% (above average)



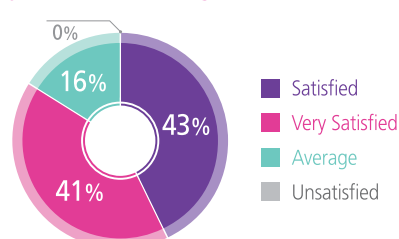
• Buyer's Satisfaction Level : 87% (above average)



• Promotion Satisfaction Level : 85% (above average)



• Buyer's Biz-Matching Satisfaction Level : 84% (above satisfaction)



COSMOBEAUTY SEOUL 2018 PARTICIPATION PROCEDURE

* PROCEDURE OF PARTICIPATION

Submit Application | Due : ~ March 30th, 2018

Submit the application through fax (+82-2-761-2517) or E-mail (info@cosmobeautyseoul.com)

* **Early-Bird application is due on December 31st, 2017.**

Pay Deposit (50% of booth fee) | Due : within a week after the application

Submit Exhibitor Entry form & Rest Balance | Due : March 30th, 2018

※ Exhibitor Entry form will be used for Company Introduction in Directory Book.

Cosmobeauty Seoul 2018 Opens | May 9th, 2018

※ Application Form shall be found at www.cosmobeautyseoul.com

Benefit

Early-Bird

Deadline :
Dec. 31st, 2017

1. **USD 200 discount** per booth
2. **More opportunity to meet target buyers** through early promotion targeting buyers
3. **Preferred right to select the location of booth**
(however, the timing of application and deposit are considered)

* BOOTH INFORMATION AND COSTS

BOOTH TYPE	PRICE / BOOTH	DETAILS	NOTE
 SPACE ONLY	USD 2,700	<ul style="list-style-type: none"> • RAW EXHIBIT SPACE (3m x 3m = 9m²) ※ Exhibitor must perform its own installation work within designated booth space. 	Construction must be done by the designated contractor from the exhibition venue.
 PACKAGE TYPE A	USD 3,100	<ul style="list-style-type: none"> • EXHIBIT SPACE (3m x 3m = 9m²) + SHELL STAND ※ BASIC SUPPLIES Three wall panels / 1 Signboard / 1 Information desk & 1 chair / Pytex carpet / 1 electrical outlet (1KW;220V) / Lighting (Main-2ea. Spotlights-3ea) 	Besides the supplied electricity, should you need more, you must order extra separately.
 PACKAGE TYPE B	USD 4,000	<ul style="list-style-type: none"> • EXHIBIT SPACE (3m x 4m = 12m²) + SHELL STAND ※ BASIC SUPPLIES Three wall panels / 1 Signboard / 1 Information desk & 1 chair / Pytex carpet / 1 electrical outlet (1KW;220V) / Lighting (Main-2ea. Spotlights-3ea) 	
 PREMIUM BOOTH	USD 3,400	<ul style="list-style-type: none"> • EXHIBIT SPACE (3m x 3m = 9m²) + SHELL STAND ※ ADDITIONAL SUPPLIES 1 display showcase / 2m wall-fixed shelves / 1 meeting table + 3 chairs / 2 Linen images for promotion 	

※ **Half (50%)** of the total payment of fees must be made within 7 days of registration.

※ The remainder of the fees (50% of total booth cost + optional service fee) must be made by **March 30th, 2018**

※ Booth layouts may change due to circumstances of the Organizer.

Secretariat of Cosmobeauty Seoul / Korea International Exhibition Co.,Ltd

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