

Fall in New Natural

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

15th

12-14 OCT 2023

KINTEX Hall 4,5

Online Show Report

KBEAUTY
KEXPO
KOREA 2023

Host **KINTEX** | Organizer **KINTEX kotra**
Office 031.995.8213, 8848 | E-mail kbeautyexpo@kintex.com
www.kbeautyexpo.com





Show Overview

Title	K-Beauty Expo Korea 2023
Date	12(thu) - 14(sat), Oct, 2023
Venue	KINTEX Hall 4-5
Scale	350 companies 500 booths
Host	KINTEX
Organizers	KINTEX kotra
Sponsors	CHIC BLANCO 
Website	www.k-beautyexpo.co.kr
item	



Cosmetics

Basic skin care, functional cosmetics, make-up products, organic, herbal cosmetics, soap, cosmetics for aesthetic shops, perfumery, feminine cleanser



Hair

Hair care products, hair styling products, wig, hair accessory, hair loss care & therapy products, equipment for professional hair salons



Nail

nail care products, nail art, footcare products



Aesthetics

Beauty care devices for professional aesthetic shops, eyelash products and apparatus, semi-permanent make-up and equipment, tattoo, body painting



Raw Materials

Functional raw materials, raw material pharmaceuticals, research lab, educational organization



Packing

Container, package, packaging equipment



Body Care

Body care program, reshaping products, slimming massage products, bathing equipment, yoga, fitness



Inner Beauty Food

Foods and supplements for beauty, detox food, calorie controlling food



Medical Service

Plastic surgery medical service, skin care medical service and products, dental medical service and products



Smart Beauty

Beauty care devices for home care, AI beauty solutions, AR beauty technology, metaverse&virtual beauty

2023 Show Results



Scale
21,384m²



Exhibitors
350 companies
500 booths



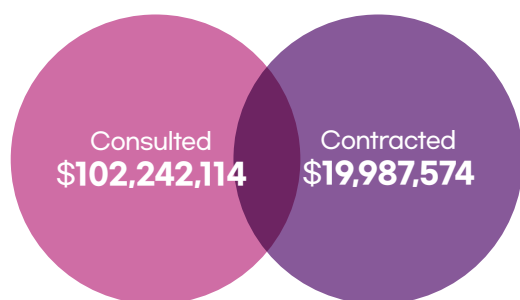
Visitors(Including Buyers)
36,777
(international: 6,525)



Invited Buyers
38 companies
93 booths

Business Meeting Results

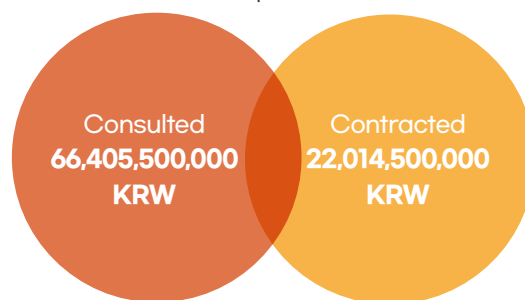
International Buyers Invited by KOTRA



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

Local Distributor Meetings

(Lotte Department Store, etc)



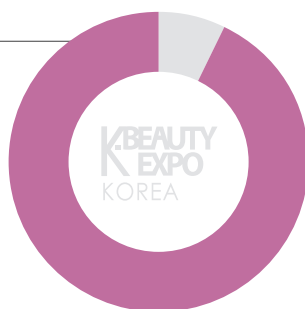
- Consulted **6.6 billion KRW**
- Contracted **2.2 billion KRW**
- Meetings **285**

Survey Results

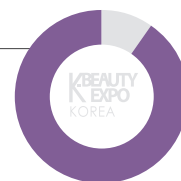
Exhibitors

Overall satisfaction of the show

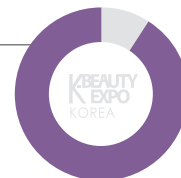
Unsatisfied 7.1%
Satisfied 92.9%



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



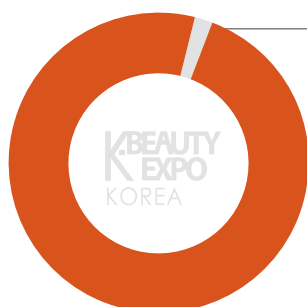
Willingness to recommend the exhibition **recommendation 90.9%**



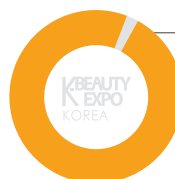
Visitors

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%**



K-BEAUTY EXPO KOREA

Beauty Trend K-BEAUTY INSIGHT CONCERT

2023. 10. 12(Thu) - 13(Fri) | KINTEX 1, Hall4 Conference Stage

HOST / ORGANIZER : KINTEX

10.12(Thu)

Distribution & Marketing Strategies



10:30~11:15 | KOR/한국어

Trends and opportunities in global online B2B beauty market

Aimee Han, Business Development Manager | Alibaba.com



11:20~12:00 | KOR/한국어

Successful online B2B export cases through Alibaba.com

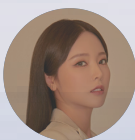
Li Jie, Vice President | CK Bridge



13:00~13:45 | KOR/한국어

Future of 2024 beauty retail space

Hee Sun Lee, Sales Head | WGSN



14:00~14:30 | KOR/한국어

[Growth and marketing of K-beauty] Speech & Congratulatory Performance

Jin Young Hong, CEO/Korean Singer | CHIC BLANCO



15:00~15:45 | KOR/한국어

How to achieve both branding and sales with crowd funding

Yoon Kyung Baek, Success Director | WADIZ



16:00~16:30 | KOR/한국어

Marketing strategy of global shopping platform(Shopify)

Jinny Kim, CEO | Disrupt

10.13(Fri)

Global Beauty Trends



10:30~11:00 | KOR/한국어

Amazon's U.S. beauty trends and successful entry strategy

Jinseok Ha, Manager | Amazon Global Selling



11:15~12:00 | KOR/한국어

Finding beauty trends of 2023 through crowd funding

Miri Kim, Part Leader | WADIZ



13:00~13:45 | KOR/한국어

Conversion of content and commerce

Somi Kim, Manager | Grip Company



14:00~14:45 | KOR/한국어

SINGULAR BEAUTY: From Inclusivity to Individuality

Chaewon LEE, Korea Bespoke Executive Director | BEAUTYSTREAMS



15:00~15:45 | KOR/한국어

How to develop a product for consumers with allergies

Min C. Wi, Senior Global Manager | ECARF Institute GmbH



16:00~16:30 | KOR/한국어

FDA Cosmetics Act MoCRA, to target US cosmetics market

Sung Kwon, CEO | Provision Consulting Group



Sponsorship Opportunities

Elevating Beauty, Empowering Brands!

K-Beauty Expo started exclusive sponsorship program with its 15th anniversary
Sponsors expanded their promotion channels through diverse programs



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



Promotion

1. BeautyFull CSR Event

- CSR event for visitors with the cooperation of 'Good Neighbors'
- Supported exhibitors' on-site promotion by providing donors sponsored products of the exhibitors



2. Conference with Beauty Influencers

- Famous beauty influencers invited on-site, performing free conferences



3. On-site SNS Event

- On-site promotion event targeting visitors (first come first serve, SNS posting, etc.)



K-BEAUTY EXPO KOREA



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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