

해외바이어가 직접 찾는 글로벌 전시회
PERFECT PLATFORM TO MAXIMIZE IMPORT-EXPORT OPPORTUNITIES

interCHARM
KOREA

**July 24 (Wed) -
26 (Fri), 2024
COEX, SEOUL**

Official Website



INTERCHARMKOREA.COM

@INTERCHARM_KOREA

ORGANIZERS:  **SeoulMESSE**  **RX K Fairs**

- › Cosmetics & Perfumery
- › OEM/ODM & Private Label
- › Packaging
- › Haircare & Trichology
- › Professional Beauty
- › Salon Equipment
- › Nail Art Products & Accessories
- › Semi Permanent & Eyelash
- › Medical Beauty

In 2024, Are You Ready to Meet TOTAL GLOBAL BEAUTY SHOW?



Co-Site



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KOREA'S LEADING BEAUTY SHOW!

Experience all sectors of cosmetics & beauty industry
The best place to expand your beauty knowledge

InterCHARM Korea is a unique business platform for international brands to find their buyers, distributors, and retailers to expand their business in the booming beauty market. Discover new opportunities and develop your networking opportunities for all sectors of the global beauty industry. Join us and take the opportunity to meet your global partners!

interCHARM KOREA 2023

2023 Facts

40,948

Number of unique buyers

21,293

Domestic buyers

2,873

International buyers

494

Total exhibitors

75

International exhibitors

ONSITE MEETINGS

USD 10 million generated
(Estimated contract amount)

VISITORS

29%	BEAUTY PRODUCT IMPORTER, EXPORTER, DISTRIBUTOR
25%	BRAND RETAIL SHOP, ONLINE SHOP OWNER
13.5%	BRAND MARKETER
10.5%	BEAUTY PRODUCT OEM · ODM / R&D OWNER

9.3%	BEAUTY SALON OWNER
8.7%	HOSPITAL, PHARMACY OWNER
3%	GOVERNMENT AND PRIVATE ASSOCIATION
1%	PRESS



BUSINESS PROGRAM

- ▶ Business matchmaking program with hosted buyers
- ▶ Online pre-matchmaking program
- ▶ Cosmetic retail tour for buyers
- ▶ Extensive pre-show promotion for exhibitors
- ▶ Seminar & conference to tap into global markets

ORGANIZERS



SeoulMESSE

RX K Fairs

EMAIL | info@intercharmkorea.com

CONTACT | +82-2-2284-0008 / +82-70-4944-0595

Any Inquiries?

For Exhibitors



For Buyers

