



Welcome you!

As an overseas visitor, we are pleased and grateful to you for planning a visit to Korea.

We present this Visitor Guidebook to make your visit effective and valuable.

Visitor's Guide Book



Contents

TRANSPORTATION

BUSINESS SERVICES

ACCOMODATION

COEX FACILITY



HOW TO GET TO
InterCHARM KOREA

(FROM AIRPORT & SUBWAY)



REGISTRATION METHODS

BIZ MATCHING PROGRAM



HOTELS NEAR COEX



RESTAURANTS

SHOPPING CENTER



InterCHARM Korea 2024

- Date: July 24 (Wed) – July 26 (Fri), 2024
- Venue: Hall D & E, Coex, Seoul
- Exhibition : 784+ exhibitors, 65,901+ visitors
- Co-site show: In-cosmetics
- Organized by:  **Seoul MESSE**
 **K Fairs**
- Exhibition Time: 10:00 – 17:00
- Entrance Fee : Free access for Pre-registration

Ticket (10,000 KRW) for on-site registration

Remark!

We recommend you to pre-register for free access if your companion has not registered.

AIRPORTS TO COEX EXHIBITION CENTER



INCHEON AIRPORT -> COEX

COEX LIMO BUS: #6103

- Approximately 65min (Non-stop)
- Operation Hours : To City Airport 05:40~23:10, To Airport 04:10~21:10
- About 18,000 Krw (Adult, one-way)
- Get on: 7A-3(Incheon Airport T1), No21(Incheon Airport T2, B1)
- Get off: Coex City Airport 2F, Samseong Station Exit 5

TAXI

- ① Approximately 60min
- ② Costs / 70,000 Krw (standard)
- ③ Costs / 100,000 Krw (deluxe)

SUBWAY

- Incheon International Airport Station(Incheon Airport Railroad) > Gimpo Airport Station, transfer to subway line 9 > Bongeunsa Station (Approximately 111 min)
- Incheon International Airport Station(Incheon Airport Railroad) > Hongik Univ. Station, transfer to subway line 2 > Samseong Station (Approximately 101 min)

GIMPO AIRPORT -> COEX

LIMO BUS: DELUXE #6000

- Approximately 60min
- About 7,000 Krw (Adult, one-way)
- Bus stop at CALT Limousine Bus Stop

TAXI

- ① Approximately 60min
- ② Costs / 50,000 Krw (standard)
- ③ Costs / 90,000 Krw (deluxe)

SUBWAY

- Approximately 64min
- Gimpo International Airport Station(line 5) > Yeongdeungpo-gu Office Station, transfer to subway line 2 > Samseong Station

SUBWAY STATIONS NEAR COEX TO EXHIBITION CENTER



Samseong Station

SUBWAY – line 2 (Samseong Station)

Use the passage directly connected from exit 5 or 6 to Coex Mall through the Millennium Plaza.

About 10~15 Minutes from Samseong Station to Coex Center

* APP DOWNLOAD FOR SEOUL SUBWAY

Google Play - App : [Subway Korea\(route navigation\)](https://play.google.com/store/apps/details?id=com.kci.go)



Bongeunsa Station

SUBWAY – line 2 (Bongeunsa Station)

Take exit #7 and use the direct passage connected to Asem Plaza to enter Coex Mall.

About 5 Minutes from Samseong Station to Coex Center

1-1. BIZ Matching Program ?

Biz Connect is a self-management program matching Buyers and Exhibitors.

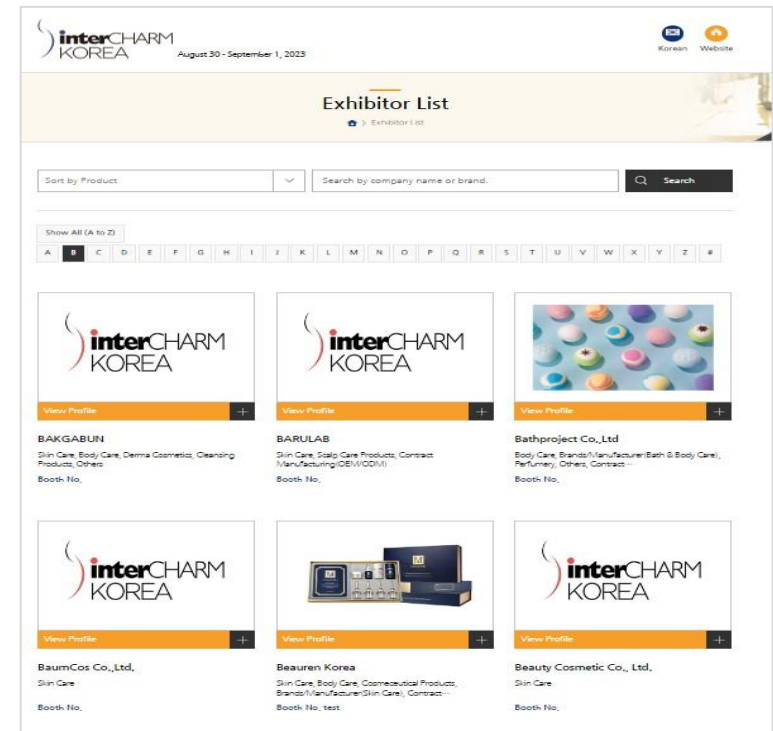
Visitor's Benefits



- It Increase the matching-rate on site(exhibition)
So it's effective program for both of exhibitors & buyers.
- You will check the exhibitors and their information in advance.
- Biz connect program will be open in **end of the June 2024**.

※ If you register Biz connect,
you can see the detailed information about Exhibitors.

Click to check the last year's exhibitors list
We will open the this year's list very soon



1-2. BIZ Matching Program

* Register as a "Buyer" if you want to use Matching Program!

Step 1

Connect to the homepage of InterCHARM Korea

and Click the Button '**REGISTER NOW**'

<https://www.InterCHARMkorea.com/>

Step 2

Please fill out the form

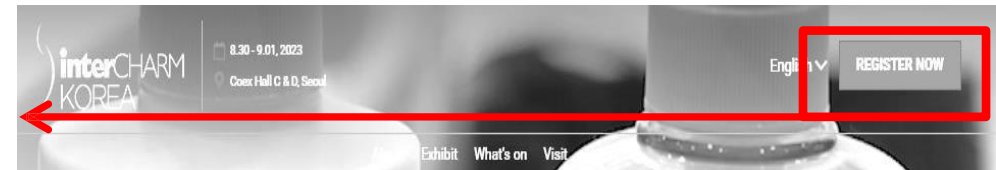
Click the Button '**BUYER**' - Classification

Click the Button 'Yes' - Pre-matching program

Step 3

Please Check available meeting time

As many as possible(for successful matching)



Confirm Password *

Classification *

☒ Buyer ☐ Visitor

☒ Yes ☐ No

Pre-matching Program *

You will have access to the online matchmaking platform upon completing the schedule onsite meetings with the exhibitors.

※ Please note that if the COVID-19 outbreak does not end until the show, the pre-matched onsite meetings will be directly moved forward to our manual for the online platform will be sent to your email accordingly. Hence, the show dates and planning on visiting the show, the onsite meetings will be adjusted.

Please select available time for meetings.
The selected time is applied to the meeting application match-making service.

Available Time for Meetings *
(Korea Standard)

Day 1 : 8/30 (Wed)							Select All
<input checked="" type="checkbox"/> 10:00	<input checked="" type="checkbox"/> 10:30	<input checked="" type="checkbox"/> 11:00	<input checked="" type="checkbox"/> 11:30	<input checked="" type="checkbox"/> 12:00	<input checked="" type="checkbox"/> 12:30	<input checked="" type="checkbox"/> 3:00	
<input checked="" type="checkbox"/> 13:30	<input checked="" type="checkbox"/> 14:00	<input checked="" type="checkbox"/> 14:30	<input checked="" type="checkbox"/> 15:00	<input checked="" type="checkbox"/> 15:30	<input checked="" type="checkbox"/> 16:00	<input checked="" type="checkbox"/> 6:30	
<input checked="" type="checkbox"/> 17:00	<input checked="" type="checkbox"/> 17:30						
Day 2 : 8/31 (Thu)							Select All
<input checked="" type="checkbox"/> 10:00	<input checked="" type="checkbox"/> 10:30	<input checked="" type="checkbox"/> 11:00	<input checked="" type="checkbox"/> 11:30	<input checked="" type="checkbox"/> 12:00	<input checked="" type="checkbox"/> 12:30	<input checked="" type="checkbox"/> 3:00	
<input checked="" type="checkbox"/> 13:30	<input checked="" type="checkbox"/> 14:00	<input checked="" type="checkbox"/> 14:30	<input checked="" type="checkbox"/> 15:00	<input checked="" type="checkbox"/> 15:30	<input checked="" type="checkbox"/> 16:00	<input checked="" type="checkbox"/> 6:30	
<input checked="" type="checkbox"/> 17:00	<input checked="" type="checkbox"/> 17:30						
Day 3 : 9/1 (Fri)							Select All
<input checked="" type="checkbox"/> 10:00	<input checked="" type="checkbox"/> 10:30	<input checked="" type="checkbox"/> 11:00	<input checked="" type="checkbox"/> 11:30	<input checked="" type="checkbox"/> 12:00	<input checked="" type="checkbox"/> 12:30	<input checked="" type="checkbox"/> 3:00	
<input checked="" type="checkbox"/> 13:30	<input checked="" type="checkbox"/> 14:00	<input checked="" type="checkbox"/> 14:30	<input checked="" type="checkbox"/> 15:00	<input checked="" type="checkbox"/> 15:30	<input checked="" type="checkbox"/> 16:00	<input checked="" type="checkbox"/> 6:30	
<input checked="" type="checkbox"/> 17:00	<input checked="" type="checkbox"/> 17:30						

2. SNS FREE GIFTS EVENT!

InterCHARM Korea will present freebies for international booking visitors!
Follow as below steps:

Step 1

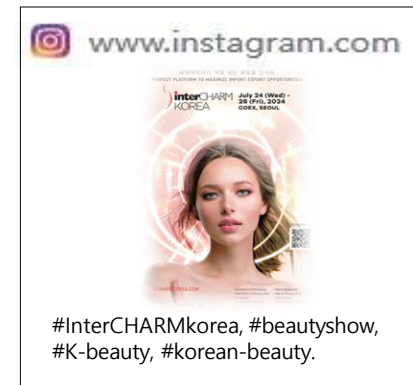
Upload the InterCHARM Korea image attached with the hash-tag!

(Feel free to express your opinion about InterCHARM Korea!
i.g. too excited to visit InterCHARM Korea ☺ and than hashtag
[#InterCHARMkorea](#), [#beautyshow](#), [#K-beauty](#), [#Korean-beauty](#))

Step 2

Follow Intercharm_korea on Instagaram and respond by e-mail after capturing the upload post to (info@InterCHARMkorea.com).

Send us ① **your Instagram ID** & ② **visitor's name** when replying.



Step 3

When you are in InterCHARM Korea on-site, visit the **Organizer's Office** and show **your post** to get a Free Gift! (The gifts might be run out of early!)

3. REGISTRATION

InterCHARM Korea will present freebies for international booking visitors!
Follow as below steps:

A. Free of charge for the Online-registered Visitor!

Register Location: COEX 3rd floor

Registration Fee: No entrance fee, free registration after checking visitor information

Online registration link: [InterCHARM Korea 2024](#)

B. For On-Site Visitor

Register Location: 3rd floor Hall C (Entrance Gate 3 or 4)

Registration Fee: Purchasing a ticket (10,000 KRW) after registering visitor information

HOTELS NEAR COEX EXHIBITION CENTER



Grand Intercontinental
Seoul Parnas

5 STARS
About 5 Min to Coex
www.grandicparnas.com



Oakwood Premier Coex
Center

5 STARS
About 5 Min to Coex
www.oakwoodpremier.co.kr



Park Hyatt Seoul

5 STARS
About 5 Min to Coex
seoul.park.hyatt.com

* Click the below link for more hotel information
[Accommodation near Coex](#)

Starfield COEX MALL

Restaurants



[The Recommendable Restaurant!](#)

Cafe



[Cozy Cafés to go!](#)

Shopping



[Various items for shopping](#)

Entertainments



Aquarium



Open Library



MegaBox Cinema

* Click the below link for more facility information
[Starfield Coex Mall](#)



PERFECT PLATFORM TO MAXIMIZE YOUR IMPORT-EXPORT OPPORTUNITIES



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

Here is the **No.1 Korean beauty trade fair**
which is the **best platform** to
drive your **beauty business forward**

OFFICIAL WEBSITE



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