

해외바이어가 직접 찾는 글로벌 전시회

360 Beauty Journey: from Personal Care Ingredients to Products



2025. 7. 2^(WED) – 4^(FRI)

COEX 1F, 2F, 3F | SEOUL

Floor Plan

Hall C

3F

in-cosmetics[®]
korea

The Platz

2F

interCHARM
KOREA
& in-cosmetics[®]
korea

Hall A

1F

interCHARM
KOREA

Official Website



INTERCHARMKOREA.COM



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 2025, Are You Ready to Meet TOTAL GLOBAL BEAUTY SHOW?

interCHARM
KOREA

Co-Site

&

in-cosmetics®
korea

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!

2024 Facts

51,080

Number of unique buyers

31,513

Domestic buyers

3,001

International buyers

461

Total exhibitors

84

International exhibitors

ONSITE MEETINGS

USD 265,793,538 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

Application Guide

(vat 별도)

Stand Type A (3m*3m=9m ²)		Stand Type B (4m*3m=12m ²)	
부스타입	금액	부스타입	금액
독립부스	3,100,000원	독립부스	4,100,000원
조립부스	3,600,000원	조립부스	4,800,000원
스페셜 목공부스	4,000,000원	스페셜 목공부스	5,200,000원
프리미엄 블럭부스	5,200,000원	프리미엄 블럭부스	6,500,000원
플래티넘 목공부스	5,500,000원	플래티넘 목공부스	6,800,000원
Additional Options	코너 부스		300,000원

참가신청 마감

부스 소진시까지

- 조기신청 1차 : 2025년 2월 28일(금)까지
(부스당 30만원 할인 적용)
- 조기신청 2차 : 2025년 3월 28일(금)까지
(부스당 10만원 할인 적용)
- 재참가 할인 : 부스당 10만원 할인 적용

BUSINESS PROGRAM

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

ORGANIZERS :  SeoulMESSE |  K Fairs

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Any Inquiries?

For Exhibitors



For Buyers

