interCHARM KOREA
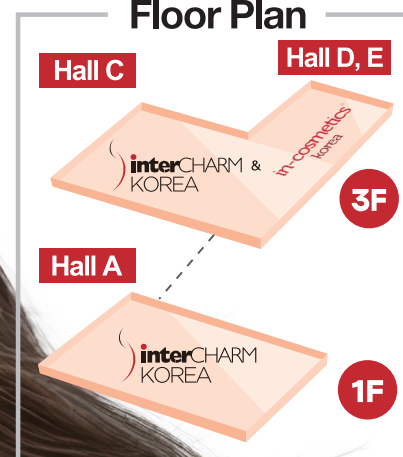
JULY 1-3, 2026 | COEX, SEOUL

360° BEAUTY JOURNEY: from Personal Care Ingredients to Products

Floor Plan

Hall C

Hall D, E

interCHARM & KOREA in-cosmetics korea

3F

Hall A

interCHARM KOREA

1F

Official Website

PERFECT PLATFORM FOR COSMETICS MARKET PLAYERS FROM ALL OVER THE WORLD TO MAXIMIZE IMPORT-EXPORT OPPORTUNITIES AND DISCOVER NEW MARKETS

INTERCHARMKOREA.COM

Organizers: RX K Fairs SeoulMESSE

> Cosmetics & Perfumery

> OEM/ODM & Private Label

> Packaging

> Haircare & Trichology

> Professional Beauty & Tattoo

> Salon Equipment

> Nail Art Products & Accessories

> Semi Permanent & Eyelash

> Medical Beauty

2025 SHOW RESULT

69,000+
Number of Unique Visitors

56,000+
Domestic Buyers

5,800+
International Buyers

730+
Total Exhibitors

120+
International Exhibitors

ONSITE MEETINGS
Over USD 290+ million generated
(estimated contract amount)

VISITORS

33.5	BEAUTY PRODUCT IMPORTER, EXPORTER, DISTRIBUTOR
27%	BRAND RETAIL SHOP, ONLINE SHOP OWNER
11.6%	BRAND MARKETER
9.8%	BEAUTY PRODUCT OEM·ODM / R&D OWNER

10.9%	BEAUTY SALON OWNER
3.2%	HOSPITAL, PHARMACY OWNER
3%	GOVERNMENT AND PRIVATE ASSOCIATION
1%	PRESS

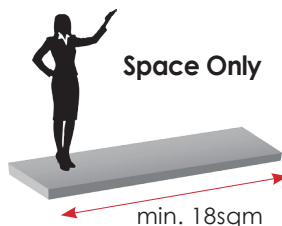## BUSINESS PROGRAM

▸ Experience valuable business meetings with unique international buyers
▸ Cosmetic retail tour for buyers
▸ Extensive pre-show promotion for exhibitors
▸ Seminar & conference to tap into global markets

2026 Application Guide

9m² (3x3)		12m² (4x3)	
Stand Type	Unit Price	Stand Type	Unit Price
Space Only	$4,500	Space Only	$5,850
Standard Shell Scheme	$5,000	Standard Shell Scheme	$6,300
Smart Shell Scheme	$5,500	Smart Shell Scheme	$7,300
Premium Shell Scheme	$6,800	Premium Shell Scheme	$8,300
Corner Option			$300

STAND TYPE

Space Only
min. 18sqm

Standard Shell Scheme

A 001 COMPANY NAME

Smart Shell Scheme

Premium Shell Scheme

COMPANY NAME
TEXT EXAMPLE
BRAND

*Stand design and entitlements may be subject to change.

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☎ +82-(0)2-554-3123

Any Inquiries?

Please leave your inquiries via QR link.