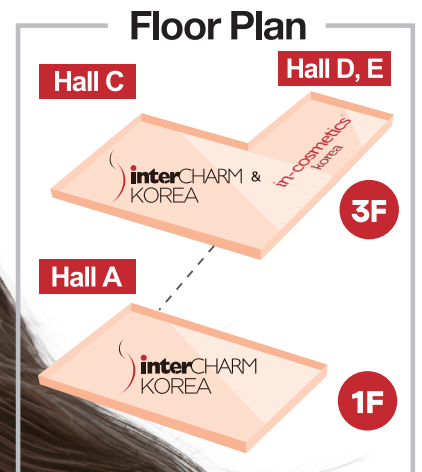


## 해외바이어가 직접 찾는 글로벌 전시회

**360° BEAUTY JOURNEY: from Personal Care Ingredients to Products**



**2026. 7. 1<sup>(WED)</sup> – 3<sup>(FRI)</sup>**  
**COEX 1F, 3F | SEOUL**



Official Website



**INTERCHARMKOREA.COM**



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

> Cosmetics & Perfumery  
> OEM/ODM & Private Label  
> Packaging  
> Haircare & Trichology  
> Professional Beauty & Tattoo

> Salon Equipment  
> Nail Art Products & Accessories  
> Semi Permanent & Eyelash  
> Medical Beauty

# MEET NO.1 TOTAL GLOBAL BEAUTY SHOW IN KOREA

**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!

## 2025 Facts

**69,000+**

Number of unique visitors

**56,000+ 5,800+**

Domestic buyers

International buyers

**730+**

Total exhibitors

**120+**

International exhibitors

## ONSITE MEETINGS

USD 290+ million generated  
(Estimated contract amount)

## VISITORS

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

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

## Application Guide

(vat 별도)

Stand Type A (3m*3m=9m <sup>2</sup> )		Stand Type B (4m*3m=12m <sup>2</sup> )	
부스타입	금액	부스타입	금액
독립부스	3,300,000원	독립부스	4,400,000원
조립부스	3,800,000원	조립부스	5,100,000원
스페셜부스	4,600,000원	스페셜부스	5,800,000원
프리미엄 (고급)	5,500,000원	프리미엄 (고급)	6,800,000원
플래티넘 (목공)	6,100,000원	플래티넘 (목공)	7,300,000원

## 참가신청 마감

### 부스 소진시까지

- 조기신청 1차 : 2025년 11월 28일(금)까지  
(부스당 30만원 할인 적용)
- 조기신청 2차 : 2026년 1월 30일(금)까지  
(부스당 10만원 할인 적용)
- 재참가 할인 : 부스당 10만원 할인 적용

## 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

ORGANIZERS :  SeoulMESSE |  K Fairs

EMAIL | [info@intercharmkorea.com](mailto:info@intercharmkorea.com)

CONTACT | 070-5095-9903

Any Inquiries?

For Exhibitors



For Buyers

