



AUGUST 30 - SEPTEMBER 1, 2023
COEX, SEOUL

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



INTERCHARMKOREA.COM

@INTERCHARM_KOREA

ORGANISERS:

RX K Fairs **SeoulMESSE**

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

The best platform to drive your beauty business forward



The K-Beauty is HERE! The largest professional B2B beauty platform in Korea.

You can maximize your business through our networking, matchmaking programs and listen to the opinions of beauty experts with various topics, learn more about the latest solutions through professional seminar programs.

InterCHARM online services will help you to meet, communicate, exchange ideas, experience and emotions, get inspiration and develop your business in a favorable environment. Our highest priority is the effectiveness of participation in the event for all parties.

InterCHARM Korea will continue to take the lead as a business platform that leads the beauty industry. You will fully experience the atmosphere of beauty here!

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 in Asia for all sectors of the global beauty industry. Join us and take the opportunity to meet your global partners!

2022 Facts

InterCHARM Korea 2022

September 21 – 23, 2022
COEX, SEOUL

25,361

Number of unique buyers

14,806 1,867

Domestic buyers

International buyers

348

Total exhibitors

ONSITE MEETINGS

USD 50 million generated
(estimated contract amount)

TOP 20 BUYERS' COUNTRIES



USA



Kazakhstan



India



Turkey



Taiwan



China



Malaysia



Mexico



Vietnam



Hong Kong



England



Spain



Uzbekistan



Indonesia



Japan



Australia



France



Mongolia



Philippines

VISITORS

28%	BEAUTY PRODUCT IMPORTER, EXPORTER, DISTRIBUTOR
26%	BRAND RETAIL SHOP, ONLINE SHOP OWNER
14.3%	BRAND MARKETER
11%	BEAUTY PRODUCT OEM · ODM / R&D OWNER

9.8%	BEAUTY SALON OWNER
9.1%	HOSPITAL, PHARMACY OWNER
1%	GOVERNMENT AND PRIVATE ASSOCIATION
0.8%	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

AMOREPACIFIC CORPORATION

SHISEIDO

gallinée

Creative Capital

2023 SHOW OVERVIEW

Show Title InterCHARM Korea 2023

Date August 30 (Wed) – September 1 (Fri), 2023

Venue Hall C & D, Coex, Seoul

Organizers Reed K. Fairs Ltd., SeoulMESSE Ltd.

Why **inter**CHARM KOREA?



Business matchmaking program with international and Korean buyers

- ▶ Promote and export your products during the pre-scheduled business meetings
- ▶ Have face-to-face meetings with verified buyers from over 30 countries



Online pre-matchmaking program

- ▶ Arrange business meetings before the show by searching exhibitors' and buyers' information
- ▶ Maximize your contract result with qualified buyers



Seminar & conferences to tap into global markets

- ▶ Develop your practical marketing skills and acquire a deeper beauty knowledge
- ▶ These sessions showcase insights, marketing solutions and global cosmetic market trends



Experience Korean beauty industry

- ▶ Join us at Korean beauty tour including visiting beauty products manufacturers and retail shops to experience their professional beauty knowledge



Let's stay connected with "Remote Exhibitor Package"

- ▶ This new option enables you to reach out to show visitors and conduct business meetings remotely from your country.



EXHIBIT ITEMS

PERFUMERY & COSMETICS	Skincare, Makeup, Bath & Body Care, Perfumes, Toiletries, Makeup Accessories, etc.
OEM·ODM, RAW MATERIAL	Ingredients, OEM · ODM, Packaging, Machinery & Equipment, etc.
HAIR & NAIL SALON	Haircare, Hair Color, Styling Products & Accessories, Nail Art, Eyelashes & Waxing, etc.
AESTHETIC & SPA	Products & Equipment for Professional Salon & Clinics, etc.
HOME BEAUTY & PERSONAL CARE	Home-use Device & Products, Feminine Hygiene Products, Dietary Products, etc.

STAND TYPE & PRICING

* VAT exclusive

Stand Type		Unit Price	Amount	Total Price	Remarks
Stand Type 1 (3m*3m=9m²)	Space Only	\$ 3,200	Stand(s)	\$	minimum 2 stands (18m²)
	Standard Shell Scheme	\$ 3,700	Stand(s)	\$	
	Premium Shell Scheme	\$ 4,300	Stand(s)	\$	
	Advanced Premium Shell Scheme	\$ 5,500	Stand(s)	\$	
Stand Type 2 (4m*3m=12m²)	Space Only	\$ 3,700	Stand(s)	\$	minimum 2 stands (24m²)
	Standard Shell Scheme	\$ 4,200	Stand(s)	\$	
	Premium Shell Scheme	\$ 5,300	Stand(s)	\$	
	Advanced Premium Shell Scheme	\$ 6,500	Stand(s)	\$	
Additional Options	Red Carpet Zone	\$ 200			per 1 stand
	Corner	\$ 200			up to 1 corner
	Remote Packages				

Standard Shell Scheme	Premium Shell Scheme	Advanced Premium Shell Scheme
		

* Stand design and entitlements may be subject to change.

PAYMENT

- * 50% of the total price should be paid within 1 week upon submission of the application form.
- * The balance (remaining 50% of the total price) is due **June 23, 2023**
- * All payments must be via wire transfer to the following account.

Beneficiary	Bank	Account No.	Swift Code
Reed K. Fairs Ltd.	Citi Bank, Teheranro Branch	5-044156-085	CITIKRSXXXX



REMOTE EXHIBITOR PACKAGE

interCHARM KOREA

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Let's stay connected, promote your branding without travelling to Korea!
This new option enables you to meet potential partners and conduct business meeting remotely from your country!

What's included?

- 1 Online Matchmaking Program..... USD 2,500**
 - Non-face-to-face online matching to create new business opportunities without having to meet each other in person
- 2 Social Media Advertising..... USD 1,500**
 - Utilizing our 300,000+ database to send out E-newsletters to expose your brand and newly launched products
 - Expose your brand with products through our SNS channels
- 3 Demonstration Zone Sponsorship..... USD 5,000**
 - About 40,000+ buyers and visitors will be testing your products
 - The organizer will receive samples, sales collateral and deliver them to your stand.
 - A bilingual staff (Korean and English) will distribute and manage the zone.
- 4 Onsite Stand Operation Service..... USD 5,500**
 - Special stand design and construction provided by organizer
 - New product and company introduction video displayed with TV monitor
 - A professional, bilingual staff/interpreter (Korean and English) to manage your stand, conduct sales activities, set up video meetings and act as your interpreter during the video business meeting.

Why does Remote Exhibiting lead to business?

- ✓ Your company, brand and product will be widely promoted on all InterCHARM Korea channels including the show official website, e-newsletters, and social media platforms.
- ✓ Onsite stand operation service allows you to meet visitors onsite and a professional bilingual staff will manage your stand, set up the video meetings, and giving you equal business opportunities with your competitors.
- ✓ A Korean-speaking staff can conduct initial face-to-face meetings more friendly and efficient.
- ✓ You can attract attention of visitors via video meetings and collect sales leads.



Online Matchmaking Program



Demonstration Zone Sponsorship



Onsite Stand Operation Service



www.intercharmcorea.com

OFFICIAL WEBSITE



ORGANIZERS

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