



The 38th
Seoul Int'l Cosmetics & Beauty Industry Expo

COSMO BEAUTY SEOUL 2024

5.29(Wed)~31(Fri)

COEX Hall A

Seoul, South Korea



Official Website



Since 1987

Design your valuable beauty

COSMOBEAUTY SEOUL 2024

THE CENTER OF GLOBAL HEALTH & BEAUTY MARKET

EXHIBITION OVERVIEW

Title	COSMOBEAUTY SEOUL 2024 / Health & Beauty Week *Concurrent Event : International Health Industry Expo 2024 (Health Lifestyle Seoul)
Period	May 29-31 (Wed-Fri), 2024 / 3 Days
Venue	COEX Hall A, Seoul, South Korea
Organizer	Korea International Exhibition Co., Ltd. (KIECO)
Cooperative Institution	International Beauty Industry Trade Association (IBITA)
Media Organizer	NAILHOLIC(Nail), BI Aesthetic Wellness Magazine(Aesthetic / Spa), Jangup-The Cosmetic Package News(Packaging), COSIN Korea(Natural / Vegan / Organic cosmetics)

EXHIBIT ITEMS

	Cosmetics
	Ingredients / Packaging
	Hair / Scalp
	Natural / Organic / Vegan
	Inner Beauty / Health
	Aesthetic / Spa
	Foot / Tattoo / Nail
	Smart Beauty
	Others

WHY COSMOBEAUTY SEOUL?

International Certified Exhibition with 37-years tradition

- High satisfaction and re-join rate based on experience and recognition
- Pursue quality improvement through continuous analysis and thorough management of exhibitors and buyers

Awards: ROOKIE OF THE YEAR

- Discover outstanding new products and offer marketing support
- Provide promotion opportunities like winners' special booth, emblem etc.

Professional Seminar & Conference

- Conferences on various topics such as global beauty market analysis and trends
- Exchanging place of the latest trends and beauty industry insight

Customized B2B Program

- Provide 1:1 biz-matching program with outstanding invited buyers
- Provide autonomous meeting opportunities with pre-registered buyers through the business networking platform

Venue for promotion & exchanges

- Promotion through global media partners and major ads channels
- Venue for networking with more than 40,000 international buyers and visitors



B2B-Specialized Exhibition for Cosmetics-Beauty-Health

2023 SHOW RESULTS



SCALE



Exhibition Volume

• Exhibitors

374

• Booths

524

• Countries

17



Visitors Volume

• Visitors

43,784

• Buyers

20,141



Business Programs Results

• Total Buyers : **30** countries **102** companies

• MATCH-MEETING Total Sessions : **1,202**

• Total Meeting Volume : USD **197,216,029**

• Total Contract Volume : USD **61,472,603**

※ The above results are based on the participant's survey.



Exhibit Item Classification

- Cosmetics **31%**
- Aesthetic / Spa **17%**
- Hair / Scalp **13%**
- Ingredients / Packaging **11%**
- Natural / Organic / Vegan **11%**
- Inner Beauty / Health / LOHAS **6%**
- Nail / Foot / Tattoo **5%**
- Others **6%**



Purpose of Visit

- New Product / Tech Research **22%**
- Trend Research **20%**
- General Visit **19%**
- Purchase Meeting **15%**
- Item / Tech Purchasing **12%**
- Seminar / Event **7%**
- Existing Buyer & Seller Meeting **4%**
- Others **1%**



Satisfaction



97% Overall Satisfaction
(Over Average)



99% Buyer Satisfaction
(Over Average)



95% Planning to Attend Again
(Definitely)

PARTICIPANTS' REVIEWS

Scan a QR code and watch a video clip



2023 Korean Exhibitor



We had meetings with so many buyers from dozens of countries that I can't remember. We are very satisfied because we think there will be good results.

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2023 Overseas Exhibitor



We were really satisfied with this business match-meetings because our company's business direction and the current needs of the Korean beauty market match. So, we would like to prepare the next year's show with pleasure.

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2023 Korean Buyer



It was good to see a lot of high-quality companies, also it was a great time to look forward to practical results. Watching the Korean cosmetics market grow, I felt rewarded for visiting in this show.

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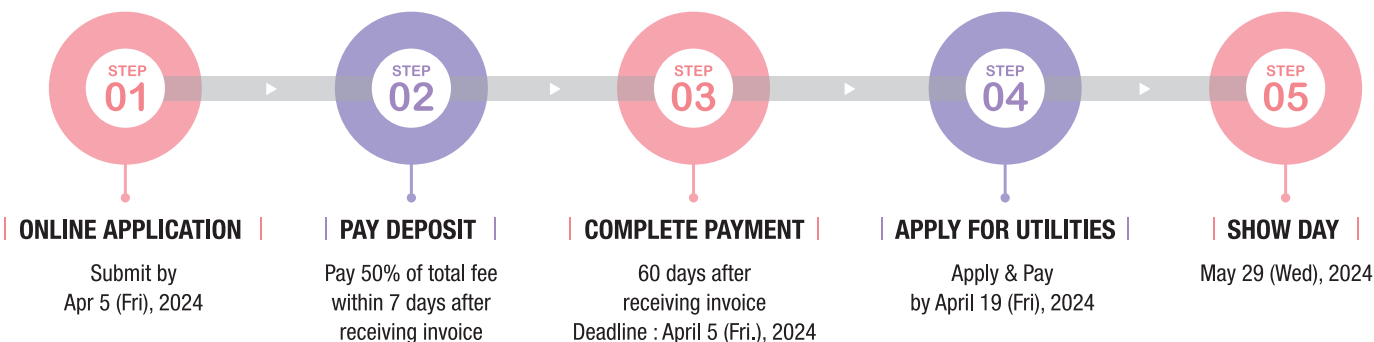
2023 Overseas Buyer



I found so many new things that I couldn't see before, and I expect good result on the majority of meetings I conducted. So, I'm very happy to be here.

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APPLICATION PROCEDURE



EARLY BIRD OFFER

⇒ **Early Bird Application**
» By Nov. 24 (Fri), 2023

USD 200 off per booth

⇒ **Regular Application**
» By Apr. 5 (Fri), 2024

BOOTH INFORMATION

Space-Only (3m x 3m)

USD 3,300 / 1 Booth



- More than 2 booths applicable only
- If you want 3 sides-open booth, you must pay corner charge
- ※ Only including the raw exhibit space

Package Booth (3m x 3m)

USD 3,800 / 1 Booth



- Carpet
- Fascia
- Panel side & back walls
- 2 Outlets (1KW / 220V)
- 2 LED spotlights on fascia
- 3 LED spotlights inside booth
- 1 info. Desk & 1 Chair
- 1 Meeting table
- 3 Chairs
- 1 Trash can

Art Wall Booth (3m x 3m)

USD 4,100 / 1 Booth



- Carpet
- Fascia (foam board)
- Wooden side & back walls
- 2 Outlets (1KW / 220V)
- 4 LED spotlights inside booth
- 1 Wooden info. Desk & 1 Chair
- 1 Meeting table
- 4 Chairs
- 1 LED high showcase
- 1 Trash can

LED Booth (3m x 3m)

USD 4,700 / 1 Booth



- Carpet
- Fascia + LED lighting box
- 3 Fabric back walls w. LED lights & Graphic image attachment
- Panel side walls
- Mesh gate w. 1 HQI light
- 2 Outlets (1KW / 220V)
- 2 LED spotlights inside booth
- 1 info. Desk + LED lighting box
- 1 Air stool
- 1 Premium display base
- 1 Meeting table
- 4 Chairs
- 1 Trash can

Block Booth (3m x 3m)

USD 5,500 / 1 Booth



- Carpet
- Fascia
- LED lighting box + Graphic image attachment
- Block side & back wall
- 3 Shelving + insertion light
- 1 Block info. Desk + Locker padlock
- 2 Outlets (1KW / 220V)
- 2 HQI lights
- 1 Air stool
- 1 Meeting table
- 4 Chairs
- 1 Trash can

* Basically 2 sides-open booth will be allocated
* If you want 3 sides-open booth (more than two booths), you must pay corner charge

※ Corner (2 sides-open) Booth : USD 200 / corner
※ Optional Service (additional electricity, telephone, internet, water-drainage) is provided only when requested.
※ The above designs are subject to change depending on the situation.

ORGANIZER INFORMATION

SEOUL INT'L COSMETICS & BEAUTY INDUSTRY EXPO ORGANIZED BY KOREA INT'L EXHIBITION CO.,LTD

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