



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

**MAXIMIZE YOUR  
IMPORT-EXPORT  
OPPORTUNITIES**

INTERCHARMKOREA.COM  
📷 INTERCHARM\_KOREA

SEPTEMBER  
21-23, 2022

Organizers: **RX** K Fairs  SeoulMESSE

COEX, SEOUL

# interCHARM KOREA is 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!

# 2021 SHOW RESULT

## 12,900

NUMBER OF UNIQUE BUYERS

30 + countries participated remotely

## ONLINE MEETINGS

USD 1.4 million generated  
(estimated contract amount)

## ONSITE MEETINGS

USD 5.8 million generated  
(estimated contract amount)

## TOP 20 BUYERS' COUNTRIES



## VISITORS

29.3%	BEAUTY PRODUCT IMPORTER, EXPORTER, DISTRIBUTOR	8.8%	BEAUTY SALON OWNER
26.1%	BRAND RETAIL SHOP, ONLINE SHOP OWNER	3.6%	HOSPITAL, PHARMACY OWNER
14.1%	BRAND MARKETER	3.5%	GOVERNMENT AND PRIVATE ASSOCIATION
12.7%	BEAUTY PRODUCT OEM · ODM / R&D OWNER	1.9%	PRESS



# 2022 SHOW OVERVIEW

**Show Title** InterCHARM Korea 2022

**Date** September 21(Wed) – 23(Fri), 2022

**Venue** Hall C, Coex, Seoul

**Organizers** Reed K. Fairs Ltd., SeoulMESSE Ltd.

## 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.

## 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.

# Application Guide

\* VAT Exclusive

Stand Type		Unit Price	Remarks
<b>Stand Type 1</b> (3m*3m=9m <sup>2</sup> )	Space Only	\$ 3,200	minimum 2 stands (18m <sup>2</sup> )
	Standard Shell Scheme	\$ 3,700	Space + Standard Shell Scheme Construction
	Premium Shell Scheme	\$ 4,300	Space + Premium Shell Scheme Construction
	Advanced Premium Shell Scheme	\$ 5,500	Space + Advanced Premium Shell Scheme Construction
<b>Stand Type 2</b> (4m*3m=12m <sup>2</sup> )	Space Only	\$ 3,700	minimum 2 stands (24m <sup>2</sup> )
	Standard Shell Scheme	\$ 4,200	Space + Standard Shell Scheme Construction
	Premium Shell Scheme	\$ 5,300	Space + Premium Shell Scheme Construction
	Advanced Premium Shell Scheme	\$ 6,500	Space + Advanced Premium Shell Scheme Construction
<b>Additional Options</b>	Red Carpet Zone	\$ 150	per 1 stand
	Corner	\$ 150	up to 1 corner

Standard Shell Scheme	Premium Shell Scheme	Advanced Premium Shell Scheme
		

\* Stand design and entitlements may be subject to change.

## Payment

<b>Deposit (50%)</b>	You will be issued a deposit invoice upon submitting the contract.
<b>Remaining Balance (50%)</b>	The remaining balance must be made by <b>June 24, 2022</b> .
<b>Wire Transfer</b>	<ul style="list-style-type: none"> <li>· Account Holder : Reed K. Fairs Ltd.</li> <li>· Account No. : 5-044156-085</li> <li>· Bank : Citi bank, Teheranro branch</li> <li>· Swift Code : CITIKRSXXX</li> </ul> <p>※ Please be sure to list your company name when making the transfer.</p>



# Remote Exhibitor Package

interCHARM KOREA

SEPTEMBER 21-23, 2022 COEX, SEOUL

Let's stay connected, promote your branding without travelling to Korea!

## 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.intercharmkorea.com](http://www.intercharmkorea.com)

OFFICIAL WEBSITE



## ORGANIZERS



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