



K-beauty Expo는
국제 인증전시회로
수출바우처 사용이
가능합니다

Where Beauty Blooms

6 thu - 8 sat

OCTOBER, 2022

KINTEX Hall 4-5, Korea

www.kbeautyexpo.com



제14회 대한민국 뷰티박람회

K-BEAUTY EXPO KOREA

Post Show Report

Host **KINTEX**

Organizer **KINTEX** **kotra**

Sales Office **+82.31.995.8213** | E-mail **kbeautyexpo@kintex.com**





Korea's Biggest Beauty Show

Exhibition Overview

- Title** 2022 K-Beauty Expo Korea
- Date** 2022. 10. 6 (Thu) ~ 8. (Sat)
- Venue** KINTEX Exhibition Hall 4-5
- Scale** 320 companies, 400 booths
- Organizers** **KINTEX kotra**
- Sponsors**
 -  식품의약품안전처
 -  중소벤처기업부
 -  동반성장위원회
 -  한국관광공사
 -  GOYANG CVB
 -  KCA

Exhibition Category



Cosmetics



Hair



Nail



Aesthetics



Raw Materials



Packing



Body Care



Inner Beauty



Medical Service



Fashion

Exhibitors



Scale

21,384m²



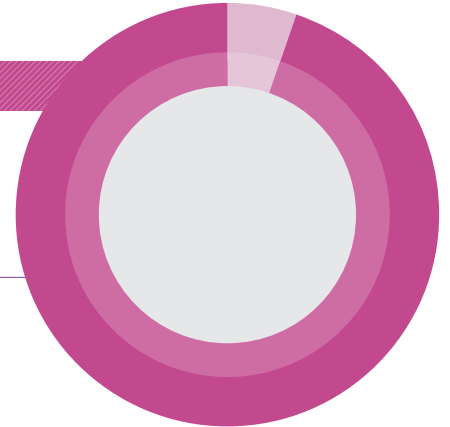
Exhibitors

320 companies **400** booths

Overall Satisfaction of the Exhibition

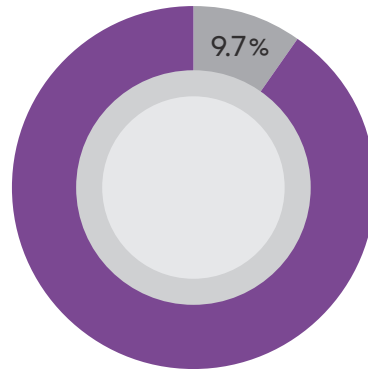
Are you satisfied with the overall contents of the show?

Satisfied 94.8%



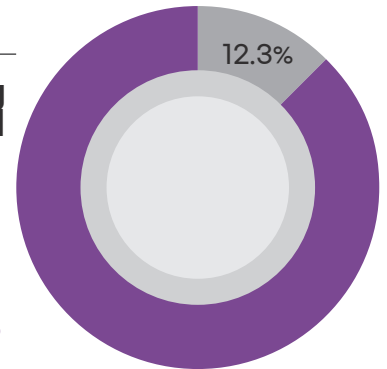
Do you want to participate in this show again as an exhibitor?

Yes 90.3%



Are you willing to recommend this show to other companies in this industry?

Yes 87.7%



Exhibitor Interview

ETUDE

I participated for the first time to meet buyers for the purpose of entering a new market. I was able to have buyer meetings more than I expected. Also, the international business meeting system was very easy to use.

YOONSEUL COSMETIC

2022 K-BEAUTY EXPO was the best. The visit of many buyers was impressive in a situation that was practically difficult due to Covid-19.

Nature Mind

It was an exhibition that could lead K-beauty. Above all, the overseas buyer sourcing was great. And the service of the exhibition management was systematic.

VRANG

I was worried about Covid-19, but it was a good opportunity to meet buyers more than I expected. Also, I am satisfied with the good results. So, I'm planning to participate every year.

INTERVIEW

Visitors



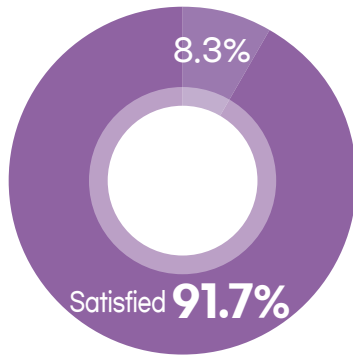
Visitors
34,847 (Overseas 4,213)



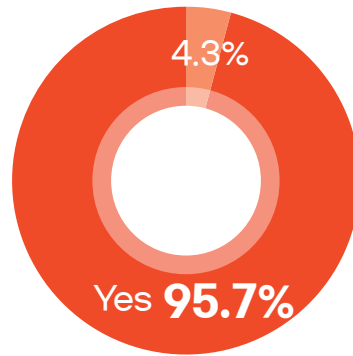
Officially Invited Buyers
126 companies in
28 countries

Overall Satisfaction of the Visitors

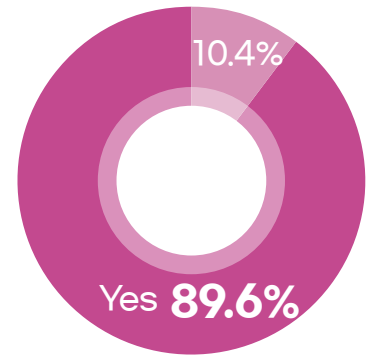
Are you satisfied with the overall contents of the show?



Do you want to participate in this show again as an exhibitor?



Are you satisfied with the overall products of the show?



International Business Meeting

International Business Meeting

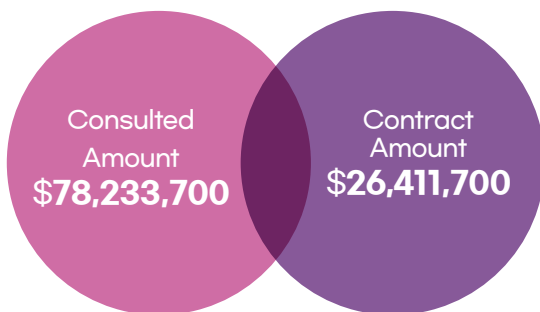
- Date : 10. 6. (Thu) ~ 8. (Sat)
- Consulted Amount : \$78,233,700
- Contact Amount : \$26,411,700
- Overseas Buyers : 126 companies in 28 countries

MD Merchandising Meeting Program

- Date : 10. 6. (Thu) ~ 8. (Sat)
- Consulted Amount : 29.5 billion won
- Contact Amount : 8.12 billion won
- Buyers : 52 companies

Buyer Meeting Results

KOTRA Invited Buyers

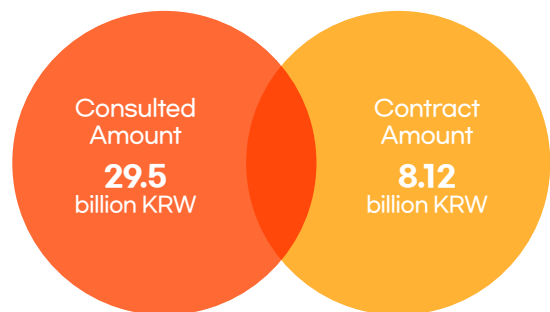


Consulted Amount **\$ 78,233,700**

Contract Amount **\$ 26,411,700**

Number of Meetings **874**

MD Merchandising Meeting Program



Consulted Amount **29.5 billion KRW**

Contract Amount **8.12 billion KRW**

Number of Meetings **380**



Conference

Beauty Trend K-BEAUTY INSIGHT CONCERT

2022. 10. 6(Thu) - 8(Sat) | 제1전시장 4 - 5홀 내 컨퍼런스장 10:30 ~ 17:00

10.6(목) | CONFERENCE A

국가별 뷰티산업 트렌드

- 10:30 - 11:00 | KOR/한국어
대중국 K-뷰티 경쟁력 약화
Weakening competitiveness of k-beauty in the Chinese market
허누리 수석연구원 | 메리츠증권
Nuri Ho Senior Researcher | MERITZ Securities
- 11:10 - 11:55 | ENG/영어(자막 제공)
글로벌 뷰티 및 퍼스널 케어 시장과 팬데믹 이후 변화하는 소비자 가치
The Global Beauty and Personal Care Market and Changing Consumer Values After the Pandemic-Post-COVID-19 Trends Deciphered by Data and Case Studies
Ayo Suzuki 리서치 애널리스트 | 유모니터 인터내셔널
Ayo Suzuki Research Analyst | Euromonitor International
- 13:00 - 13:45 | KOR/한국어
라이프스타일의 진화 2022-2026: 뷰티산업에 영향을 미치는 주요 변화
Lifestyle Evolutions 2022-2026: Key Shifts Impacting the Beauty Sector
이재원 Director of Marketing & Sales | 뷰티스트림즈
Chaewon Lee Director of Marketing & Sales | BEAUTYSTREAMS
- 14:00 - 14:40 | KOR/한국어
[해어, 바디, 향수] 라이프스타일 뷰티 시장의 소비자 트렌드
[Hair, body, perfume] Consumer trends in the lifestyle beauty market
이현희 Head of Trend | 메저커머스
Rahee Lee Head of Trend | MeasureCommerce
- 14:40 - 15:20 | KOR/한국어
탈블럭 향수 트렌드로 보는 인디 브랜드의 성공전략
Indie brand's success strategy based on Tumblrbug perfume trend
지혜원 아웃리치 매니저 | 탈블럭
heyonee jee Outreach Manager | Tumblrbug
- 15:30 - 16:10 | KOR/한국어
떠오르는 인디 브랜드 트렌드, 무엇이든 물어보세요
Ask us anything about the emerging indie brand trend.
홍울 대표/신지선 데이터 애널리스트 | 온유/메저커머스
Wool Hong CEO/Jsun Shin Data Analyst | Onyou/MeasureCommerce
- 16:10 - 16:40 | KOR/한국어
인디 브랜드가 주목해야 할 2023 라이징 C-뷰티 트렌드
2023 Rising C-Beauty Trend that Indie Brand should pay attention to
카린아 애널리스트 | 메저커머스
Carla Ting Analyst | MeasureCommerce

10.6(목) | CONFERENCE B

뷰티 플랫폼 트렌드

- 10:30 - 11:00 | KOR/한국어
새로운 채널, 뷰티 크라우드펀딩
New channel, beauty crowdfunding
우성성 팀장 | 와이즈
Changsung Woo Team leader | WADIZ
- 11:10 - 11:40 | KOR/한국어
아마존 매출 상승을 위한 글로벌 마케팅 전략
Global Marketing Strategies to increase sales on Amazon
김진희 CEO | 디스rupt
Jinny Kim CEO | DISRUPT
- 13:10 - 13:40 | KOR/한국어
디지털마케팅의 Full - Funnel Marketing Cycle 전략
Full-Funnel Marketing Cycle Strategy of Digital Marketing
정영훈 실장 | (주)비엔이씨엔
Younghoon Cheon Head of department | Bignight
- 13:50 - 14:20 | KOR/한국어
'풀필먼트에 답이 있다!' 오르면 뒤지는 배송 전략
"Fulfillment has the answer!" Delivery strategy that you need to know
전한우 lead | 퍼스트로 시애틀캐피탈
Hyun-woo Jin Lead | Fossto
- 14:30 - 15:15 | KOR/한국어
홍보부터 판매까지, 뷰티 브랜드 마케터를 위한 크리에이터 이코노미 전략
Creator economy strategy for beauty brand marketers, from PR to sales
서민경 팀장 | 콜콜리터
Min-gyeong Seo Team leader | 008LITER
- 15:25 - 16:00 | KOR/한국어
화장품 수출을 위한 할랄인증과 미국 비거니즘
Halal certification and US vegan certification to export cosmetics
김관중 전문위원(변부장) | 뷰티인증전문원
Kwan-Jung Kim Director | T&C Certification
- 16:00 - 16:30 | ENG/영어
화장품 산업 가치사슬의 최신 지속가능성 동향
Latest sustainability trend in Cosmetic industry value chain
정혜원 Toxicologist | SGS Hong Kong Limited
Jessie Chan Pul in Toxicologist | SGS Hong Kong Limited

10.7(금) | CONFERENCE A

뷰티 유통사 & 수출 트렌드

- 10:30 - 11:00 | KOR/한국어
2022 벤티컬커머스 유저의 뷰티 소비트렌드 및 성장전략
2022 Vertical Commerce Users' Cosmetics Consumption Trend and Growth Strategy
이가연 리더 | 카카오스타일 토크쇼사업팀
Gaeyon Lee Leader | KakaoStyle
- 11:10 - 11:40 | KOR/한국어
뷰티 선분하기 차별화 전략
Differentiation strategy for gifting cosmetics
서영림 MD팀 LUXE팀장 | 카카오 선분하기
Ely Seo Team leader | KakaoTalk Gift
- 13:00 - 13:50 | ENG/영어(중자통역 제공)
2022 최신 유럽 화장품 규명-제품 제조 시부터 반드시 고려해야 하는 원료 및 포장 관련 규정
Eco-friendly packaging and marketing regulations that must be considered when exporting to Europe
프레데릭 레트루프 CEO | 비오리뷰스
Frederic Letrouff CEO | BIOREVUS
- 13:50 - 14:20 | KOR/한국어
2022 미국 뷰티 카테고리 성공 전략 및 아마존 입점 안내
2022 US beauty category success strategy and Amazon entry guide
이영민 매니저 | 아마존코리아
Yongmin Lee Manager | Amazon Korea
- 14:30 - 15:00 | KOR/한국어
FTA를 활용한 뷰티기업 수출경쟁력 강화방안
A plan to strengthen export competitiveness of cosmetic companies using FTA
이민우 관세사 | 경기북부FTA활용지원센터
Minwoo Lee licensed customs agent | Gyeonggi FTA Business Center
- 15:10 - 17:00 | KOR/한국어
2022 K-COSME QUALITY AWARDS
(사)지질본향한국화장품협회
K-Cosme 品質大賞

10.7(금) | CONFERENCE B

뷰티 R&D 트렌드

- 10:30 - 11:00 | KOR/한국어
피부 임상으로 화장품 스토리 만들기
Creating cosmetic story with skin clinical trials
신현희 연구원 | 피앤케이피앤케이연구원
Jin-hee Shin Research Director | P&K Skin Research Center
- 11:10 - 11:40 | KOR/한국어
K-뷰티 미래성장동력, 맞춤형 화장품 거점 플랫폼 육성 및 기업 협업 모델 개발
K-beauty future growth engine, fostering customized cosmetic base platform and developing corporate collaboration model
서인수 수석연구원 | (주)제주테크노파크
In-soo Suh Senior Researcher | Jeju Technopark
- 13:10-13:40 | KOR/한국어
팬데믹 이후 모발 및 두피 케어 성분 동향
Hair and scalp care ingredient trends in post-pandemic era
정세규 이사 | (주)인코스팜
Seokgyo Jeong Director | Incospharm
- 13:50 - 14:20 | KOR/한국어
화장품연구의 최신동향과 글로벌 화장품산업 트렌드
The latest trends in cosmetics research and trends in the global cosmetics industry
남기원 교수 | 세원대학교
Gaewon Nam Professor | Sewon University
- 14:30 - 15:00 | KOR/한국어
화장품 산업 전망 및 기술 전략
Cosmetics industry outlook and technology strategy
강학희 고문 | 한국콜마
Hak-hee Kang Advisor | Kolmar Korea
- 15:10 - 15:40 | KOR/한국어
방사성탄소(C14) 분석을 통한 천연원료 검사법
Naturally derived test method through radiocarbon (C14) analysis
조홍수 차장 | Beta 연구소 한국지사
Yong Cho Manager | Korea Branch of Beta Laboratory
- 15:50 - 16:20 | KOR/한국어
화장품 원료로서의 새로운소재
Out calls on a cosmetics raw material
유정원 신제품개발 팀장 | (주)바이오솔루션
Yong-hwan Ryu New product development team leader | Biosolution

10.8(토) | CONFERENCE A

혁신기업 소개 & 인플루언서 토크쇼

- 10:30 - 11:00 | KOR/한국어
플랫폼을 통한 K-뷰티 해외판로 개척 A to Z
Pioneering K-beauty overseas market through platform
박진홍 Co-founder | 리탈라agoon
John Park Co-founder | Retail Lagoon
- 11:10 - 11:40 | KOR/한국어
메타버스 디지털 코스메틱스
Metabus Digital Cosmetics
조기용 대표이사 | 알리아스
Ki-yong Jo CEO | Alias
- 13:00 - 13:30 | KOR/한국어
K-뷰티 엑스포 색조 화장품 퍼스널컬러별 추천
K-Beauty Expo Color Cosmetics Recommended by Personal Color
양영지 | 한국 퍼스널컬러 정보 협회장, 퍼스컬러 대표
Young-je Rim President | Korea Personal Color Association, Luweclor
- 13:40 - 14:10 | KOR/한국어
피부에 좋은 이너뷰티템 5가지
5 inner beauty products that are good for your skin
임승희 | 셀프케어 유튜버 | 피앤리얼리티 및 유튜버
Seulki Lim YouTuber | Youtuber

사회자

Conference A
홍울 대표
주식회사 온유

10.8(토) | CONFERENCE B

혁신기업 소개 & 인플루언서 토크쇼

- 10:30 - 11:30 | KOR/한국어
메이크업 팁 전수
Delivery of Make-Up Tips
이예리 매니저 | 셀링 | 콜마니
Lee yeouli Head of a department | Commenano
- 13:00 - 13:40 | KOR/한국어
발모는 의학의 영역인가? 미용의 영역인가?
Is hair loss a medical field? Is it the area of beauty?
최영훈 편집장 | 태민뉴스
Young-hoon Choi Chief Editor | Talmoin News
- 13:50 - 14:30 | KOR/한국어
나의 매력을 돋보이게 해주는 퍼스널이미지 브랜딩
Personal image branding that makes my charm stand out
정영훈 대표 | 유튜브 '형대표의 나를 찾는 TV'
Jung-eun Pang CEO | Youtuber/Byher

사회자

Conference B
김승동 부회장
한국뷰티산업무역협회

Exhibition Promotion and Marketing

1. Beauty BOX

We produced beauty boxes consisting of sponsored products from Exhibitors. We supported online promotion by uploading influencer's reviews on Instagram and blogs.



2. Beauty Influencer's Conferences

We invited famous beauty YouTubers to the exhibition and Held free conferences.



3. On-site events

Promotion events were held to gather more visitors.



Photo



K-Beauty goes to
the world with

**K.BEAUTY
EXPO**



THAILAND
2023. 7.
BITEC, BANGKOK



KOREA
2023. 10. 12.(Thu) ~ 14.(Sat)
KINTEX, GOYANG



TAIWAN
2023. 8. 18.(Fri) ~ 21.(Mon)
TWTC, TAIPEI



INDONESIA
2023. 9. 21(Thu) ~ 23(Sat)
JLEXPO, JAKARTA



K-beauty Expo homepage

2023 K-BEAUTY EXPO Contact Info

Tel : + 82.31.995.8213

E-mail : kbeautyexpo@kintex.com

Website : www.kbeautyexpo.com