*Everasting Desire for Health & Beauty!*

**www.hnbweek.com**

# **Health** & **Beauty**
# All in One Business Platform

HEALTH & BEAUTY WEEK

## Why **Health & Beauty Week** in 2017?

- The Longest Beauty & Health Exhibition in Korea - Since 1987
- The largest and the most influential market in Health and Beauty industry
- Satisfy the needs of both exhibitors and visitors(Buyers, consumers, general visitors, etc)
- Create a new business platform not only Domestic market but also Abroad
- Communicate to leading experts and professionals, related to Health & Beauty Industry
- Meet the business gateway to K-Beauty & K-Health Industry

Seoul International
Cosmetics & Beauty Expo 2017

Health & Life Style Fair 2017

Health Functional Food & Ingredients Expo 2017

International
Organic & Natural Products Expo 2017

HEALTH&BEAUTY WEEK 2017 **Synergy Creation**

## Show Overview

| | |
|---|---|
| ∗ **Title** | **The 31st Health & Beauty Week 2017**<br>Seoul Int'l Cosmetic & Beauty Industry Expo 2017<br>Health & Lifestyle Fair 2017<br>Health Functional Food & Ingredients Expo 2017<br>Int'l Organic & Natural Products Expo 2017 |
| ∗ **Date** | April 27th(Thur.) ~ 29th(Sat.), 2017 (3 days) |
| ∗ **Scale** | About 550 Exhibitors / 850 Booths (Expected) |
| ∗ **Venue** | COEX A-B Hall, Seoul, Korea |
| ∗ **Organizers** | Korea International Exhibition Co., Ltd(KIECO) / Korea Beauty Industry Society(KOBIS) / Oreneul Trustworthy Organic Works / Organic Partner Co., Ltd. |

2017 Design your beauty! COSMOBEAUTY SEOUL | HEALTH & BEAUTY WEEK

The 31st

# COSMOBEAUTY SEOUL 2017

April **27th** (Thur.) ~ **29th** (Sat.), 2017

COEX **Hall A - B**, Seoul, KOREA

*Everasting Desire for Beauty!*

## Exhibition Overview

- ∗ **Title** Seoul Int'l Cosmetics & Beauty Expo (COSMOBEAUTY SEOUL 2017)
- ∗ **Period** April 27(Thur.) ~ 29(Sat.), 2017 / 3 days
- ∗ **Venue** COEX Hall A-B / Seoul, Korea
- ∗ **Organized by** Korea Beauty Industry Society(KOBIS) / Korea International Exhibition Co., Ltd(KIECO)
- ∗ **Supported by** (Expected) Ministry of Health & Welfare / Ministry of Trade Industry and Energy / Korea Food and Drug Administration / Small and Medium Business Administration

## Exhibit Items

- **Cosmetics** Skin care / functional cosmetics / make up / perfume / soap / organic cosmetics / oriental cosmetics / bio cosmetics / men's cosmetics / baby care / DIY cosmetics / online shopping mall / embassy / local government / techno park / training institute that links academia and industry, etc.
- **Ingredients / Packaging** OEM · ODM / ingredients of cosmetics / functional ingredients / natural ingredients / packing vessel / eco-friendly vessel / subsidiary materials / packing vessel materials / production equipment / research equipment / IT solution related to manufacturing and management / research and development · clinical test institute / consulting / Training institute and research institute / association, etc.
- **Hair / Scalp** Hair care / hair dyeing products / styling products / equipment related to hair / wig / scalp care products · device / treatment and care products for hair loss / Hair thickener / franchise · service shop · clinic / interior · furniture / customer management and computer system / hair accessories / Training institute, association, group, etc.
- **Aesthetic / Spa** Professional cosmetics for skin care shop / skin care equipment / body care products / aroma therapy / candle / goods and equipment related to spa / products and equipment related to eyelash / materials and equipment related to permanent make up / franchise · service shop / association, group, etc.
- **Nail / Foot Care / Tattoo** Nail · Foot Care / nail · foot art / equipment related to nail · foot care / tattoo / franchise · service shop / Training institute, association, group, etc.
- **Special Zone** Fragrance & Perfume / Fashion Accessory / Inner Beauty

## Show Highlight (Expected)

### ∗ Int'l Hosted Buyer Program | 1:1 Business Matching Program

- Business meeting with foreign buyers
- Purchasing meeting with domestic distributors

- Venue : Buyer Lounge
- Target : Exhibitors and Buyers(Domestic / abroad)

### ∗ New Product Showcase & Power Brand Zone

- Venue : Open Stage
- Participant : All exhibitor available

### ∗ Conference & Seminar

- Annual Korea cosmetic industry conference
- International natural organic cosmetic trend seminar
- 'The future of Cosmetic Industry' Global Seminar

### ∗ Beauty Class / Make-up Show

- Beauty Live Show
- Professional HairShop Briefing
- Int'l Makeup & Personal Care Competition

※ The above information is subject to change depending on the circumstances of organizer.
※ Detail information will be uploaded on the Website(www.hnbweek.com) .

## The Korean market offers special opportunities

- Highly engaged people used to buying beauty and cosmetic products and demanding quickly changed trend.
- The ageing population gives chance to upsell to consumers as they look for more progressive skincare.
- Diversifying retail scene creates opportunities for innovative, small brands to introduce unusual, trend-setting products.
- High internet usage and smartphone ownership across all ages, the world's highest average internet connection speed and the highest amount of available Wi-Fi locations makes Korea's social media scene particularly vibrant.
- Specialist companies offering to import cosmetics at reduced price will help to open the Korean market up to new international brands.

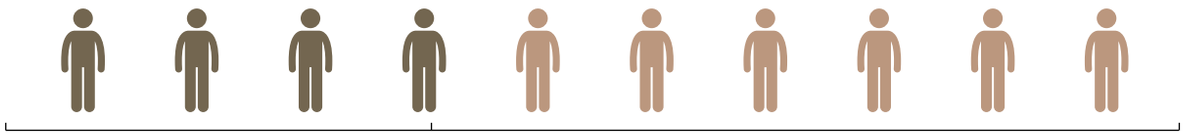
# **Show Result on** Health & Beauty Week 2016

## 13 countries 435companies 781 booths (18,378㎡)

※ Overseas exhibitors (12countries 29companies 35booths)

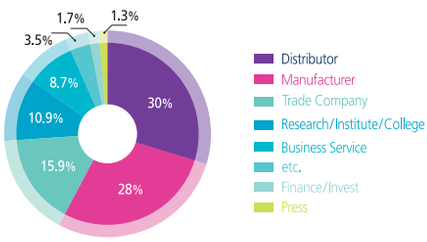
Greece, Germany, Russia, USA, Italy, Japan,
China, Croatia, Pakistan, France, Australia, Hong Kong

## ■ Visitor Analisys

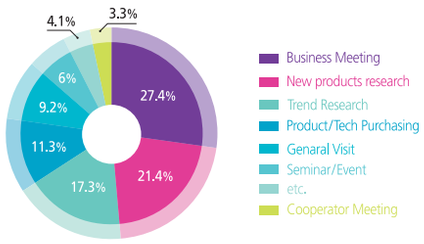


Buyer / 21,235 / 38.1%

General visitor / 34,502 / 61.9%




• **Business Type of Buyers**




• **Purpose of Visit**

HEALTH & BEAUTY WEEK

# How to Exhibit

## ∗ Procedure of Participation

**Submit Application** | Deadline : Mar. 17, 2017

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**Deposit Payment** | Pay 50% within a week After application

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**Submit exhibitor Registration form** | Deadline : Mar. 17, 2017

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**Final Payment** | Deadline : Mar. 17, 2017

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**Opening H&B WEEK** | Apr. 27~29, 2017

※ Please download Application form from the official website (www.hnbweek.com) and send it by e-mail.

## ∗ Booth Information and Costs

| Booth Type | | Price / booth | Details |
|---|---|---|---|
| | Space only | USD 2,600 | • The exhibit raw space only (3m x 3m = 9㎡)<br>※ Exhibitor performs its own installation work within designated booth space by contracting out. |
| | Package booth | USD 3,000 | • Exhibit Space (3m x 3m = 9㎡) + Shell stand<br>• Basic services : Three wall panels, 1 Signboard, 1 information desk and 1 chair, Pytex carpet floor, 1 electrical outlet(1Kw), Lighting(Main-2ea, Spotlights-3ea) |
| | Premium booth | USD 3,300 | • Packaged booth basic services<br>• Special added service : 1 display showcase, 2m wall fixed shelves, 1 meeting table with 3 chairs, 2 linen brand or products images |

**Early-Bird**
Deadline
Dec. 31, 2016

**Benefit**

1. USD 200 discount per booth
2. More opportunity to meet target buyers through early promotion targeting buyers
3. Preferred right to select the location of booth
   (however, the timing of application and deposit is considered)

## ∗ Additional facilities

| Classification | | Price / a unit | Content |
|---|---|---|---|
| Electricity | Daytime | USD 50 | • Apply for additional electricity by unit of KW<br>• Space Only booth exhibitors must apply for electricity as there is no provision of electricity if there is no application |
| | 24 hours | USD 60 | |
| Telephone | Domestic | USD 100 | • Including usage and installation |
| | Overseas | USD 200 | |
| Internet Line(LAN) | | USD 150 | |
| Water Drainage / Compressed air | | USD 150 | |

※ **Half (50%)** of the total payment of fees must be made within 7 days of registration.
※ The remainder of the fees (50% of total booth cost + optional service fee) must be made by **March 17, 2017.**

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