



Seoul International Natural & Organic Cosmetic Expo 2018

May, 9th, 2018 (Wed.)~11th (Fri.) Coex Hall A, Samsung-dong, Seoul, Korea

Hosted by COSMETIC INSIGHT **COS'IN** COSIN CO.,LTD. Since 1987 **KICO** Korea International Exhibition Co.,Ltd.
KOREA INT'L EXHIBITION CO.,LTD

www.organiccosmeticexpo.com

Blue Ocean Meets Natural & Organic Cosmetics!

Change of awareness toward healthy life has been leading continuous development in health industry. Starting from our reflection and recognition over ecological crisis, these kinds of movement is wide spreading all around the world. Naturally, the interest over cosmetic product is changing from seeking to have beautiful skin to maintaining healthy skin condition. Accordingly, a consumption trend values safe cosmetic material is gradually increasing.

Organic Monitor, the organic researcher, estimated that the global natural organic cosmetic market is growing about 20% every year. Already in Europe and the US, natural organic cosmetic brands are widely consumed. As an emergence of conception of social economical consumption and management, unlike in the past when people considered cosmetics just as products, more countries started to promote the first industry such as organic agriculture and pursue fair trade and sustainable business. Boosted by these trends, natural organic cosmetic is emerging and being more highlighted widely.

Since its starting of the Guideline of Cosmetics' Labels and Advertisements in January, 2010, the Korean government has implemented the Notification of Organic Cosmetic on the 24th, June, 2015 and recently announced to revise related law and regulation. Organic cosmetic products requires sophisticated procedures from extraction of raw material to manufacturing and production, distribution, PR and marketing. Therefore, the industry must provide consumers with accurate information and PR and marketing to endorse them to have smart choice. Against this backdrop, Seoul International Natural & Organic Cosmetic Expo 2018 Seoul International Natural & Organic Cosmetic Expo 2018 will be an opportunity to foster better communication among consumers and exchange between businesses. Further, it could be a precious opportunity to create new business. Hope you enjoy and make your own future with healthy products.

About Event

Name	Seoul International Natural & Organic Cosmetic Expo 2018
Time	9 th , May, 2018 (Wed.) ~ 11 th (Fri.)
Place	Coex Hall A, Samsung-dong, Seoul, Korea
Organizer	COS'IN Korea, Korea International Exhibition, Co., LTD
Sponsor	Ministry of Health and Welfare, Ministry of Trade, Industry and Energy, Ministry of Food and Drug Safety, The Small and Medium Business Administration, Korean Cosmetic Association
Official Website	www.organiccosmeticexpo.com

Concurrent Events

- COSMOBEAUTY SEOUL 2018
- International Health Industry Expo 2018

Other Events

- Seminal for Successful Marketing Strategy for Natural Organic Cosmetic 2018
- Natural Organic Cosmetic Flea Market
- Overseas Cosmetic and Beauty Export Buyer Counselling Meeting
- New Product Launching and Test Event
- Online Pre-registration Event

Products

• Natural Organic Products

Natural cosmetics / Organic cosmetics / Vegan cosmetics / Natural fragrance / Natural diffuser / Natural candle / Aromatherapy / DIY cosmetics / Basic cosmetics / Functional cosmetics / Color cosmetics / Oriental cosmetics / Bio cosmetics / Men's cosmetics / Baby cosmetics / Natural soap

• Environment-friendly natural raw materials and packaging

natural organic cosmetics raw materials / Environment-friendly perfume raw materials / Eco-friendly packaging equipment / Eco-friendly subsidiary materials / Environmentally friendly packaging materials / Production equipment / Research equipment / Manufacturing and management / IT solution / R&D

• Environment-friendly natural distributor

Natural organic cosmetics distributor / Natural organic online shopping mall / Natural organic cosmetics franchise / Beauty shop, workshop service shop

• Natural organic cosmetics certification institute

Natural organic cosmetics research institute / Research institute / Clinical trial institution / Industry-academy consulting, Academy education institute / Professional academy of perfume / Natural organic cosmetics association, organization / Foreign embassy / Government agency / Local Government / Techno Park

Expected Visitors

- Person in charge of manufacturing and selling natural organic cosmetics
- Distributors such as natural organic cosmetics online shopping mall, social commerce
- Natural organic cosmetics R & D, product planning, marketing
- Person in charge of natural organic cosmetics raw material development company
- Officials in environmentally friendly containers and packaging companies
- Officials of natural organic cosmetics franchise companies
- Large retailer product headquarters, online shopping mall cosmetics buyers (including PL and PB)
- Officials, embassies, local governments, techno parks, etc.
- Industry-academia-affiliated educational institutions, universities, etc

Advertisement & PR

- COS'IN Korea.com and Fragrance Journal Korea
- Newsletter E-mail
- Co-branded press media articles and advertisements
- Portal (Naver, Daum, Nate, Google)
- Online community SNS (Facebook, Twitter, KakaoTalk, etc.), Natural organic cosmetics related cafes, blog promotion
- Promote Chinese portal, SNS (cosmetics community, etc.) and cosmetics special media
- Promoting Japanese portals, SNS (cosmetics community, etc.), cosmetics special media



Please, send application to COS'IN Korea, now!

Marketing Business Bureau at COS'IN Korea Tel +82-2-2068-3413 Fax +82-2-2068-3414 e-mail green3410@cosinkorea.com



Application

by fax or e-mail
early application
by 31st, December (Sun.), 2017
final application :
by 30th, March (Fri.), 2018
(application can be finished early when all booths are booked)



Contract Deposit

50% of the total amount
within 7 days after sending application



Essential documents

Company information
Complete application
Final application
by 30th, March (Fri.), 2018



Participation Registration

Payment of the rest of the whole fee
Payment for subsidiary facilities
Final application
by 30th, March (Fri.), 2018



Opening of the Event

9th, May (Wed.), 2018

Booth Information


type	price (1 booth)	details
 Independent booth SPACE ONLY	USD 2,700	provide only exhibition area (3m x 3m = 9m ²) ※ Exhibitor must prepare booth design and construction ※ Independent booth need to apply for using electricity Construction must be done by a supplier commissioned by Coex
 Basic A type	USD 3,100	Exhibition area (3m x 3m = 9m ²) + basic subsidiary facilities Basic side and rear wall / signboard / Flame-retardant Pytex / 1 consent (1KW) / Lighting: Signboard lighting (2pcs.), Spotlight in booth (3pcs.) / Information desk and a chair 1pc Additional power is required for the operation of exhibits other than the basic lighting
 Basic B type	USD 4,000	Exhibition area (3m x 4m = 12m ²) and basic subsidiary facilities Basic side and rear wall / signboard / Flame-retardant Pytex / 1 consent (1KW) / Lighting: Signboard lighting (2pcs.), Spotlight in booth (3pcs.) / Information desk and a chair 1pc Additional power is required for the operation of exhibits other than the basic lighting

- ※ Extra charge for corner booth: KRW 150,000
- ※ Other facilities (electricity, telephone, internet, water drainage, customer management system, etc.) are only available for additional applications.
- ※ The booth design above can be changed by the organizer and detailed information will be provided at the time of booth application.

Special service for early applicants register by 31st, Dec. 2017

Benefit

1. Discount for booths: USD 200 discount per booth
2. Opportunity to meet more target buyers through pre-promotion of buyers
3. Priority for choosing a preferred location when placing a booth (however, the order of application and payment will be considered)

type	price (1 booth)	details
 premium basic booth	USD 3,400	Exhibition area(3m x 3m = 9m ²) + basic facilities • Basic booth other than existing offer Product display case / table 1 pc + chairs 3 pcs / Wall-mounted display shelves / Products and brands Banners Image 1 set (2)

To Participate in Cosmetic and Beauty Product Overseas Export Buyer Counselling Meeting

Please, contact Marketing Business Bureau at COS'IN Korea

Tel +82-2-2068-3413 Fax +82-2-2068-3414 green3410@cosinkorea.com



Health & Beauty Week 2017 Review

Exhibition Scale

* Overall Scale 18 countries 462 companies, 793 booths



South Africa / Germany / Russia / Macau / Malaysia / U.S. / Singapore / U.K. / Egypt / Italy / Japan / China / Pakistan / Poland / France / Turkey / South Korea / Hong Kong

Visitor Analysis

* Buyer Analysis ■ Domestic : 18,953

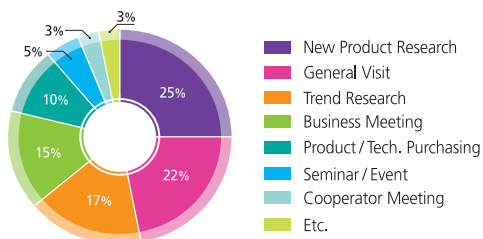
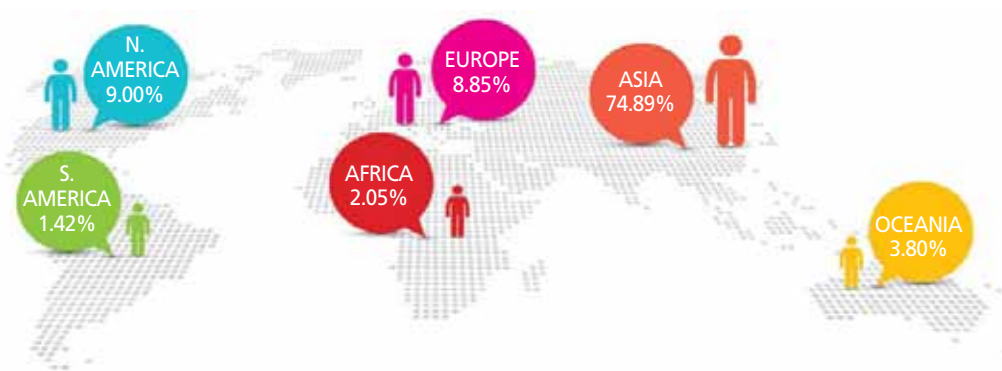
• Visited Buyer Department stores(Lotte, Shinsegae, etc) / Home shopping(CJ mall, Home & Shopping, etc) / Duty Free Shops(Shilla, Lotte, etc) / Large Markets(E-Mart, Homeplus, etc) / Drugstores(Olive Young, LOHB's, Watsons, etc) / Open Markets(11st, Interpark, Coupang, Ticket Monster, etc), etc

■ International : 2,427 / 53 countries

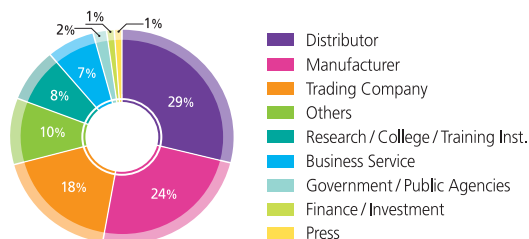


Total
55,678

Buyer 21,380
Visitor 34,298



Purpose of Visit



Visitor Classification

To participate as a booth exhibitor, please contact

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