

interCHARM KOREA **JULY 2-4, 2025 | COEX, SEOUL**

360° BEAUTY JOURNEY: from Personal Care Ingredients to Products



Official Website



**PERFECT PLATFORM FOR COSMETICS
MARKET PLAYERS FROM ALL OVER
THE WORLD TO MAXIMIZE IMPORT-EXPORT
OPPORTUNITIES AND DISCOVER NEW MARKETS**

INTERCHARMKOREA.COM



Organizers: **RX** K Fairs  **SeoulMESSE**

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

KOREA's LEADING BEAUTY SHOW!

Experience all sectors of cosmetics & beauty industry
The best place to expand your beauty knowledge

InterCHARM Korea is a unique business platform for international brands to find their buyers, distributors, and retailers to expand their business in the booming beauty market. Discover new opportunities and develop your networking opportunities for all sectors of the global beauty industry. Join us and take the opportunity to meet your global partners!

2024 SHOW RESULT

51,080

Number of Unique Buyers

31,513

Domestic Buyers

3,001

International Buyers

461

Total Exhibitors

84

International Exhibitors

ONSITE MEETINGS

Over USD 26 million generated
(estimated contract amount)

VISITORS

29%

BEAUTY PRODUCT IMPORTER, EXPORTER, DISTRIBUTOR

25%

BRAND RETAIL SHOP, ONLINE SHOP OWNER

13.5%

BRAND MARKETER

10.5%

BEAUTY PRODUCT OEM · ODM / R&D OWNER

9.3%

BEAUTY SALON OWNER

8.7%

HOSPITAL, PHARMACY OWNER

3%

GOVERNMENT AND PRIVATE ASSOCIATION

1%

PRESS

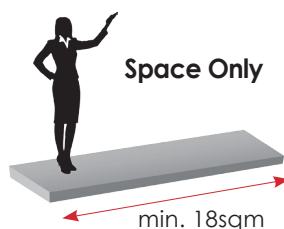
BUSINESS PROGRAM

- ▶ Business matchmaking program with hosted buyers
- ▶ Cosmetic retail tour for buyers
- ▶ Extensive pre-show promotion for exhibitors
- ▶ Seminar & conference to tap into global markets

2025 Application Guide

9m ² (3x3)		12m ² (4x3)	
Stand Type	Unit Price	Stand Type	Unit Price
Space Only	\$4,000	Space Only	\$5,300
Standard Shell Scheme	\$4,500	Standard Shell Scheme	\$5,700
Smart Shell Scheme	\$5,000	Smart Shell Scheme	\$6,600
Premium Shell Scheme	\$6,300	Premium Shell Scheme	\$7,600
Corner Option			\$300

STAND TYPE



Standard Shell Scheme



Smart Shell Scheme



Premium Shell Scheme



*Stand design and entitlements may be subject to change.

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Any Inquiries?

Please leave your inquiries via QR link.

