

The Best Export Promotion Expo in Korea

**COSMETICS &
BEAUTY EXPO
OSONG
KOREA
2023**

**Overseas Buyer
Invitation Program**

October 17-21, 2023

*“ We provide you with
the best business opportunity ”*

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CHUNGCHONGBUK-DO

CHEONGJU
CITY



Osong Bio
Promotion Foundation

The 'Mecca of K-Beauty', Osong leads the cosmetics industry in Korea.

The Cosmetics & Beauty Expo, Osong Korea 2023 that will be conducted for the 11th consecutive year this year, has stood its place to be the biggest specialized cosmetics export promotion expo in the country that provides practical aid to cosmetics manufacturers.



-  **Date** October 17[Tue] ~ 21[Sat], 2023 [5days]
-  **Organized / Conducted by** Chungcheongbuk-do · Cheongju-si | Osong Bio Promotion Foundation
-  **Exhibition link** www.osongbeautyexpo.kr
-  **Contents** Industrial Exhibitions, Business Meeting, Sales, Conferences, and more
-  **Participants** 200 Exhibitors

Main Achievements



Buyers **712**

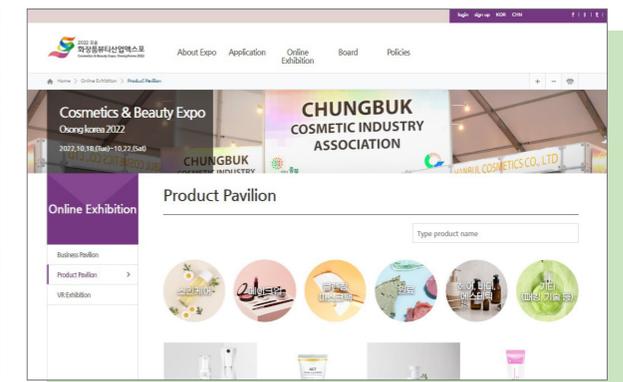
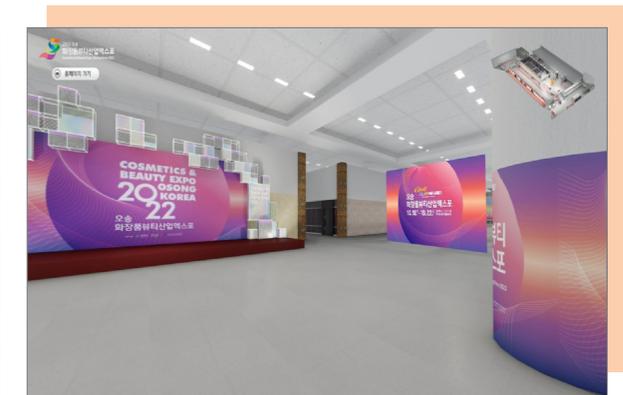


Exhibitors **262**



Visitors **700,745**

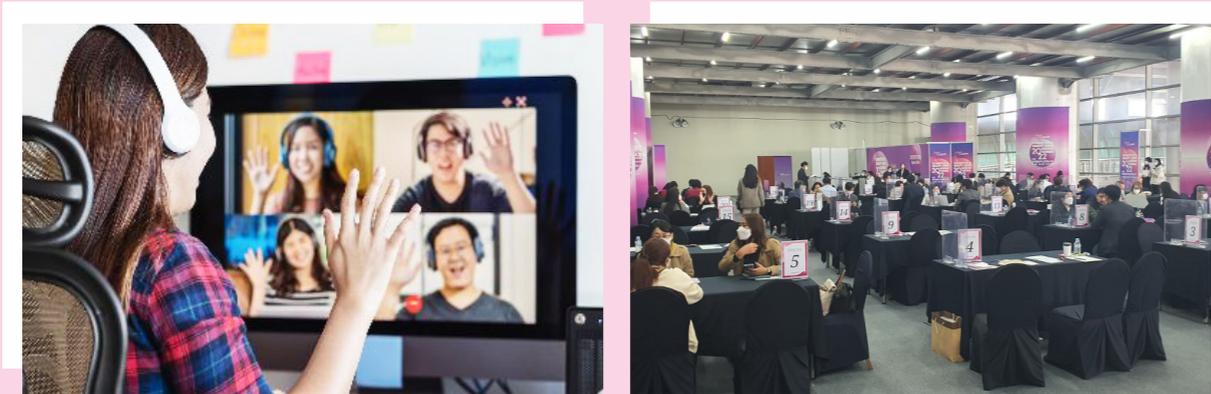
“ An online cosmetics & beauty business pavilion(VR) launched ”



Business Meeting Session

“Asia’s Top Cosmetics Expo for Export Promotion!”

- 1,503 Online & Offline Business Meeting Sessions
- Pre-Matching between buyers and exhibitors through a specialized matching system
- Follow-up on consultation meetings(regular exchange of information between buyers and companies)



Business Meeting Record

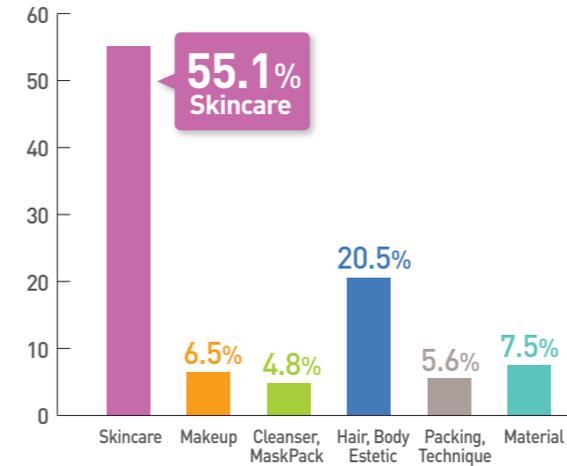
No. of Meetings **1,503** **Amount of Deals** **196.2** million dollars

No. of contracts confirmed **1,052** **Amounts of contracts confirmed** **52.5** million dollars

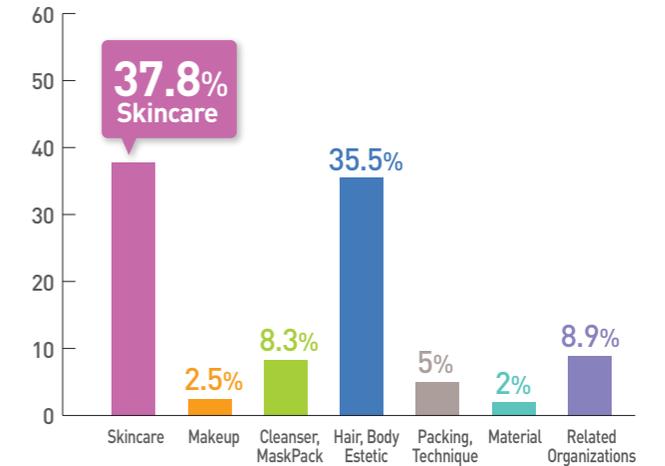
On-site Contract **30** **Amounts of contracts confirmed** **6.3** million dollars

Exhibitors Status

Online Business Pavilion

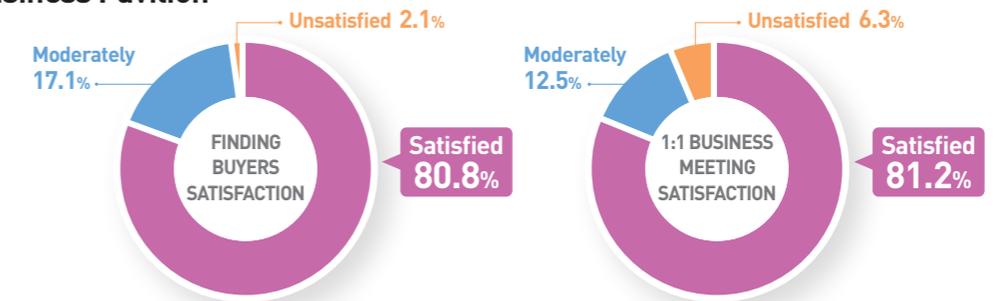


Offline Business Pavilion

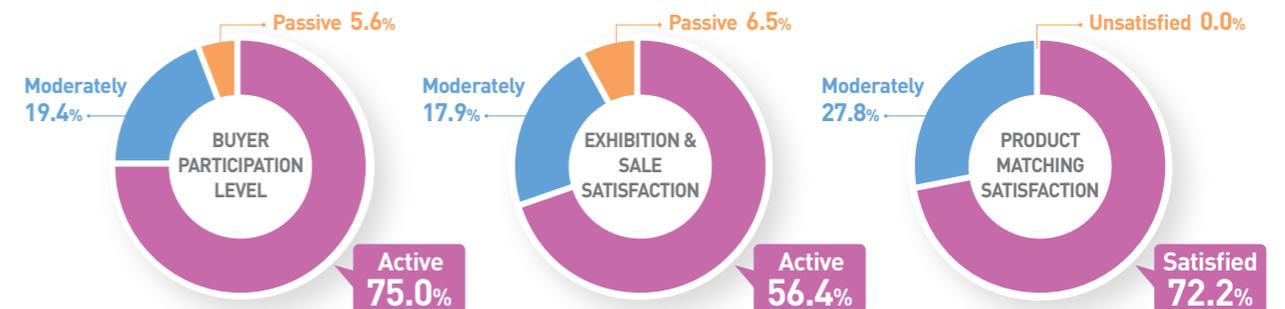


Survey Results

Online Business Pavilion



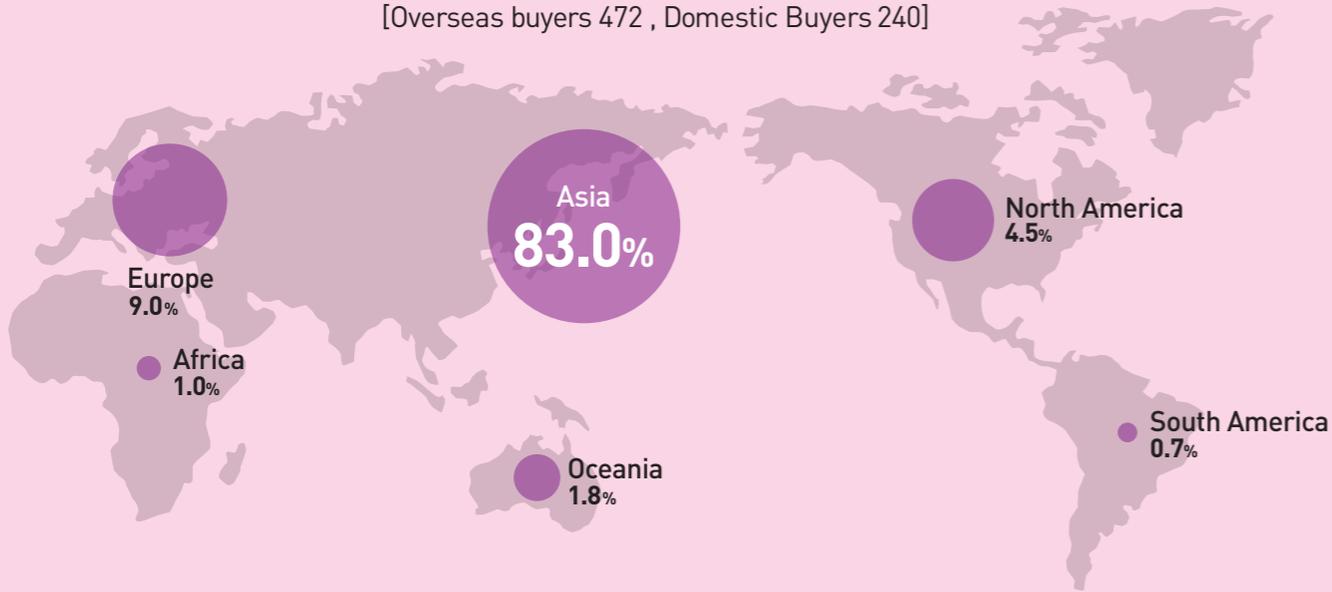
Offline Business Pavilion



Buyers Status

Buyers

712 Buyers from **38** nations
 [Overseas buyers 472 , Domestic Buyers 240]

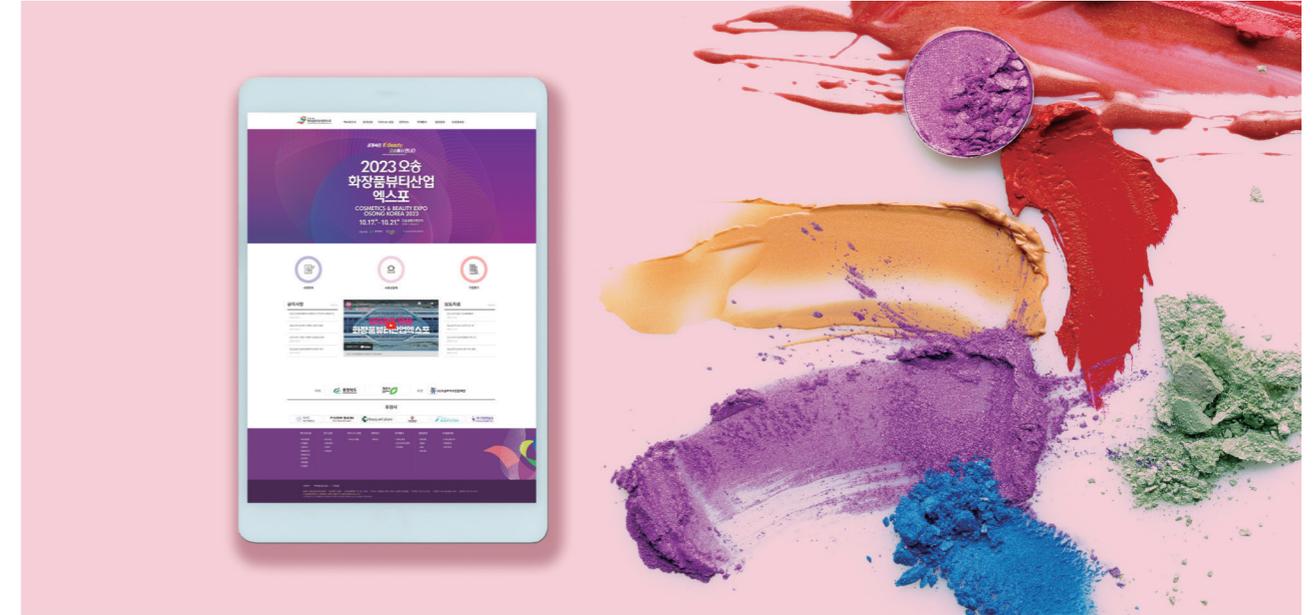


Survey Results



Buyer Qua***[Malaysia]** Everything is in order, the coordinator doing a good job. Appreciated. Thank you.

Buyer Blo***[Thailand]** Same as no.1[Coax expo]. Advance information, taking care service, food lunch and so on.



Overseas Buyer Invitation Program

Invitees

- Importers, Distributors and Manufacturers of Cosmetics and Beauty related products
- Buyers able to hold business meetings with exhibitors of the expo

Specific Offerings (Buyer Supports)

- Meeting schedule for pre-matches
- Translation service at every meeting
- Provide tables for meetings between buyers and corporate participants at the export meetings site.

Procedure

