

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

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The Best Export Promotion Expo in Korea

**COSMETICS &
BEAUTY EXPO
20 OSONG
22 KOREA**

**Online
Expo** 
www.osongbeautyexpo.kr

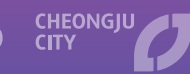
Overseas Buyer Invitation Program

October 18-22, 2022

Online Business Meeting 09.26 ~ 10.21, 2022



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 2022 that will be conducted for the 10th 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 18[Tue] ~ 22 [Sat], 2022 [5days]
Video Conference 09.26.~10.21.2022 (Monday thru Friday only)

Organized / Conducted by Chungcheongbuk-do · Cheongju-si | Osong Bio Promotion Foundation

Exhibition link www.osongbeautyexpo.kr

Contents Online Industrial Exhibitions, Online Business Meeting, K-beauty Exhibitions, e-Conferences, and more

Participants 210 Exhibitors

Main Achievements



Buyers **704**

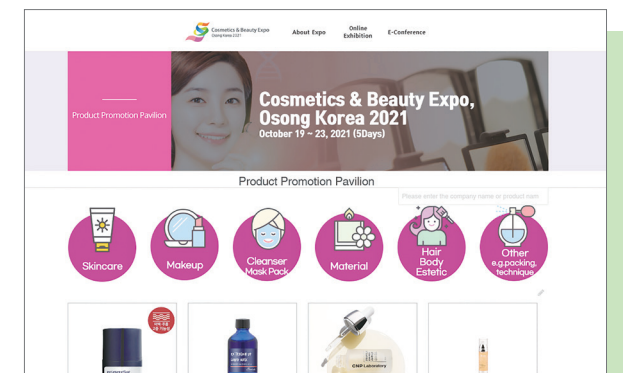
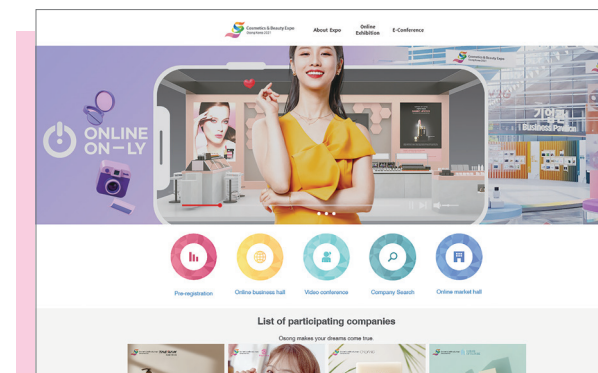
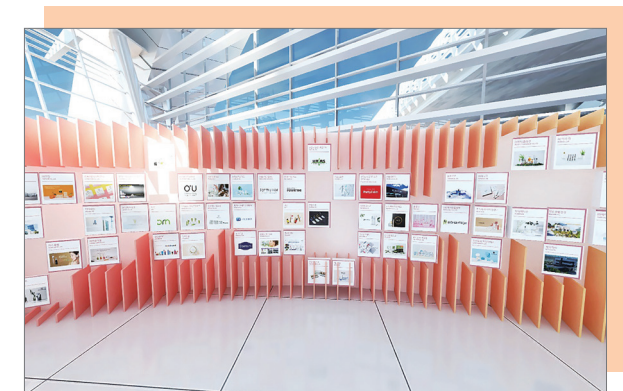


Exhibitors **201**



Visitors **626,430**

“ An online cosmetics & beauty business pavilion launched ”



Business Meeting Session

“Online Business prepared for the COVID-19”

- 1,273 Online Business Meeting Sessions
- Pre-Matching between buyers and exhibitors through a specialized matching system
- Overcoming the limitations of online meetings by sending buyers a product sample of the pre-matched company prior to the meeting



Online Business Meeting Record

No. of Meetings

 **1,273**

No. of contracts confirmed

 **978**

Amount of Deals

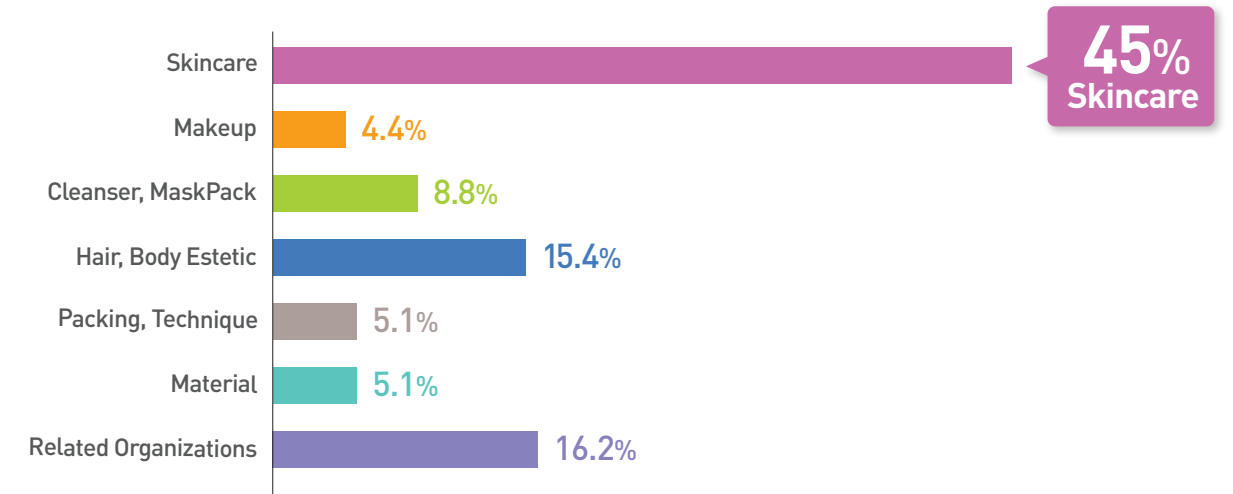
 **95** million dollars

Amounts of contracts confirmed

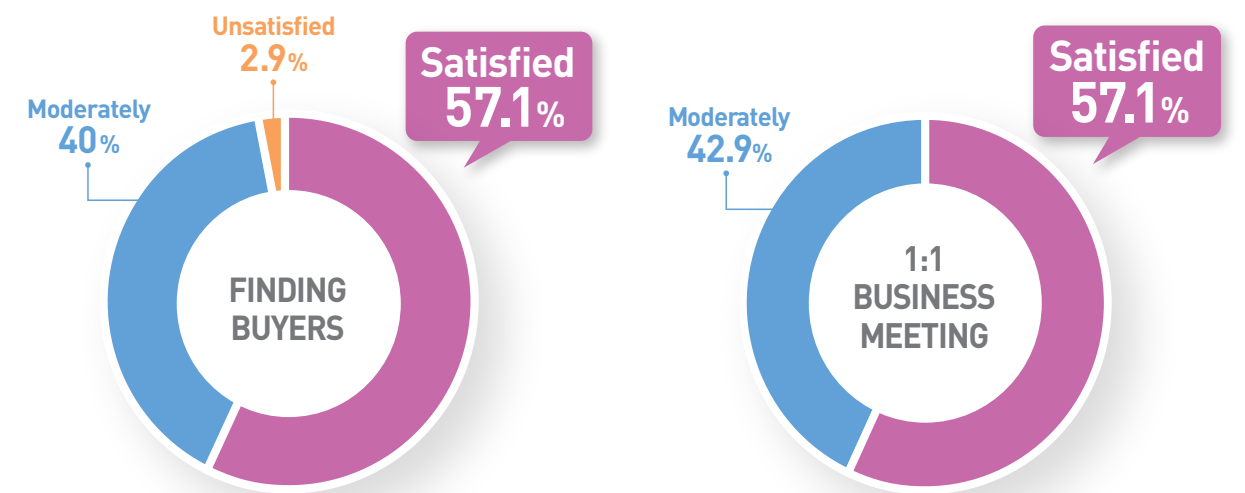
 **20** million dollars

Exhibitors Status

Online Business Pavilion



Survey Results

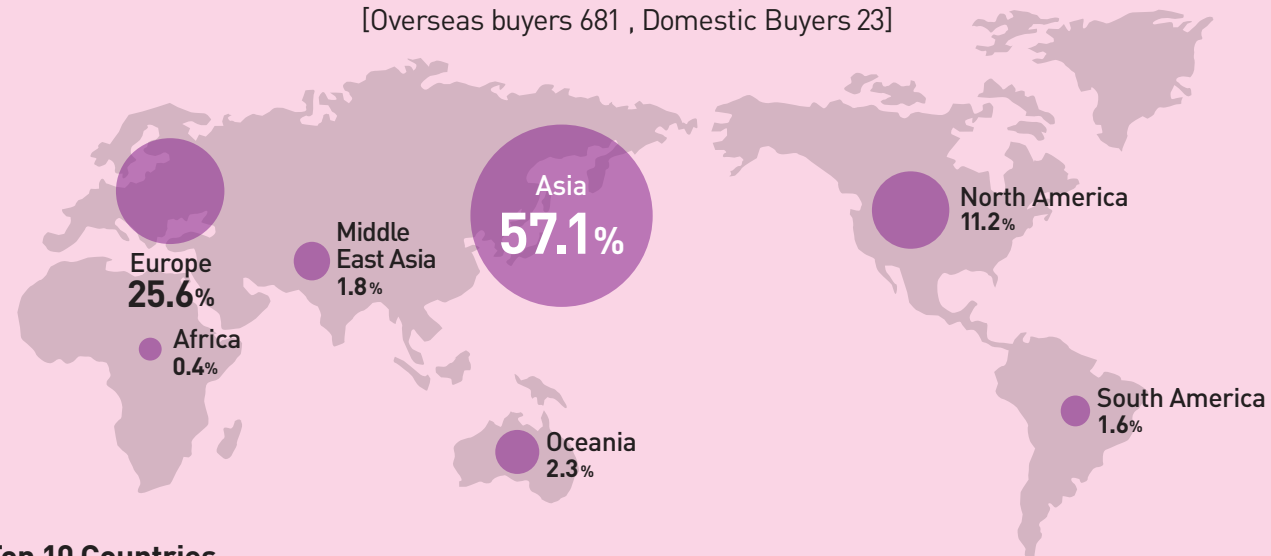


Buyers Status

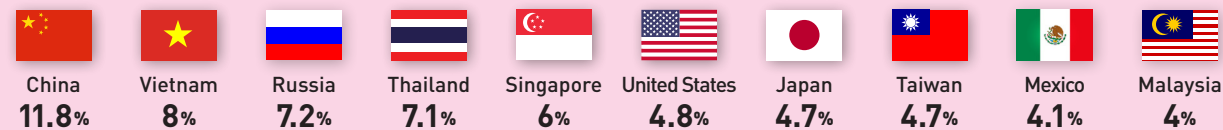
Buyers

704 Buyers from **46** nations

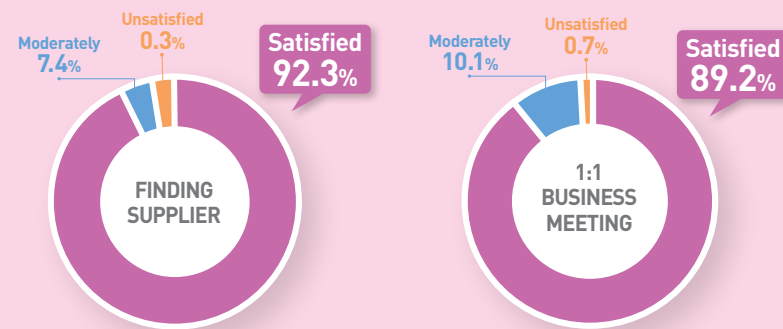
[Overseas buyers 681 , Domestic Buyers 23]



Top 10 Countries



Survey Results

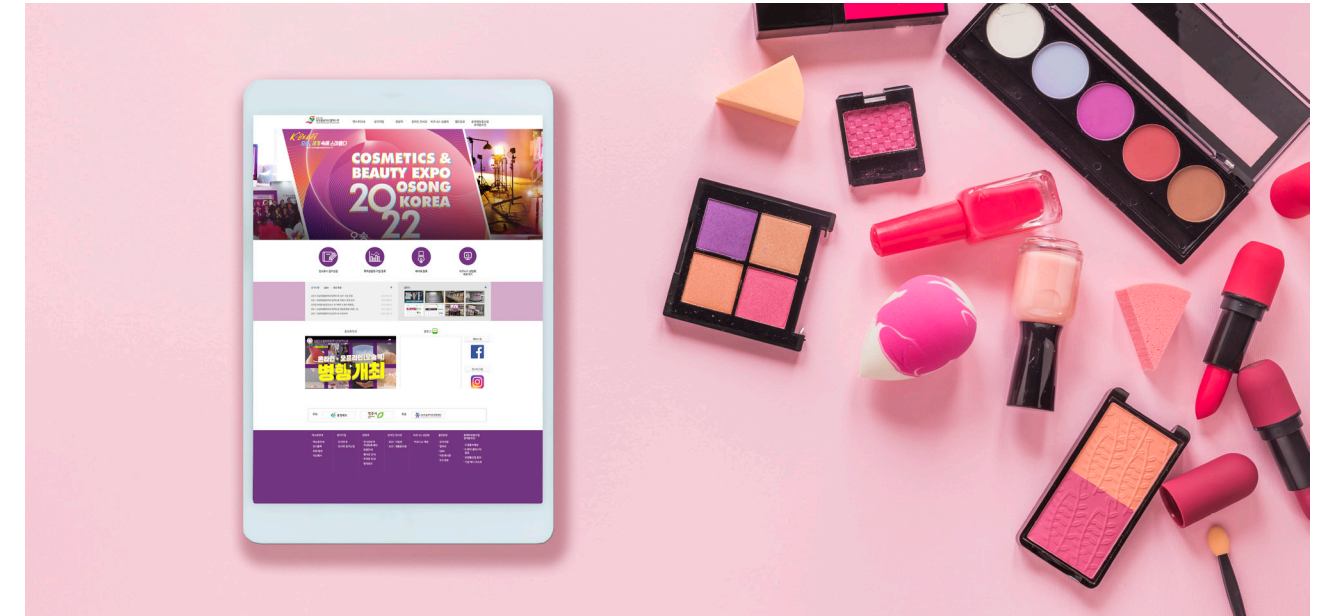


Buyer Cle*****[Russia]

It was a great chance to see diverse products and meet Korean businesses which implemented interesting marketing strategies. I was very satisfied because it was helpful in exploring new business partners and opportunities.

Buyer Tut*****[Turkey]

Thanks a lot for this event. All the things are good and well organized. Thank you very much. See you in next event.



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
- Product samples provided prior to a video conferencing consultation with pre-matched exhibitors

Procedure

