

LEARN • EXPLORE • NETWORK • CREATE

in-cosmetics® korea

Seoul • Coex • 14-16 July 2021

국내 유일의 퍼스널 케어 원료 전문 전시회



2021 Post-Show Report



in-cosmetics Korea is the only event in Korea dedicated to personal care ingredients.

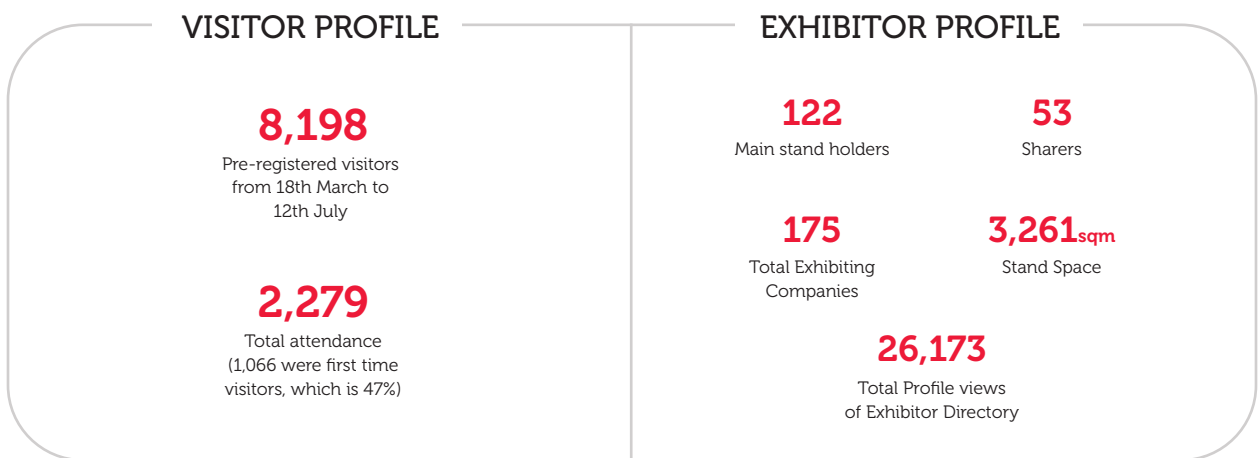
During a time of unprecedented challenges, we were delighted to keep the cosmetics industry connected virtually, as well as in person. This year, in-cosmetics Korea returned after two years to provide for those in need of finding and testing new ingredients, products, and formulations. Pre-registration numbers spiked to over 8,000, which indicates the enthusiasm and expectancy amongst our guests.

The sudden escalation to Covid-19 restriction level 4 imposed by the South Korea government stopped some people from visiting the event. However, for the over 2,000 visitors who were determined to discover ingredients, meet suppliers in person and gain industrial knowledge in a safe and well-managed exhibition hall, they were warmly welcomed by 175 exhibitors, had the opportunity to discover new ingredients launched at the Innovation zone and attend the latest marketing trend presentations and technical product seminars. The power of meeting face to face was unrivalled. The post-show survey shows that 75% of the visitors are satisfied and 96% are likely to return in 2022.

In response to the continued uncertainty, we decided to connect the industry virtually through out the year. This allowed us to reach beyond the physical show. Through matchmaking, webinars, remote exhibitor options, virtual formulation labs and digital show catalogues, insights and market trends were shared among the cosmetics industry.

We constantly strive to make our platform a source of potential business opportunities for the cosmetics community and will be returning with more and richer education programmes, business, and formulation solutions to COEX Hall C, Seoul from 13 to 15 July 2022. We really look forward to seeing you next year.

KEY STATISTICS



Total viewed of exhibitor recommendation: 130,560

Exhibiting companies are recommended to visitors based on their interests or behaviour via multiple channels including email and registration pages.

Safety was our number one priority

The global pandemic and its impacts on our ability to gather truly cemented our belief in the importance of in-person collaboration and networking throughout the cosmetics industry. Therefore, it was of utmost importance to us to create a safe opportunity to meet in person. We worked diligently with our partners and local government to create a safe environment, which meant some show changes had to take place:



All attendees including exhibitors, visitors and staff were to complete self-diagnosis forms and measure their temperature.



All attendees were required to wear masks at all times.



Hand sanitiser were readily available throughout the venue.



No food was allowed in the venue.



How we connected the industry and delivered insights pre-show

One of the most important objectives was to create meaningful and valuable business opportunities for our audience. To connect exhibitors and visitors who couldn't travel to the show or only had a limited amount of time, an AI driven matchmaking programme delivered over 100 bespoke meetings with VIPs from key cosmetics brands including:



Christian Dior
PARFUMS

Pierre Fabre

L'ORÉAL

ESTÉE
LAUDER
COMPANIES

almora
BOTANICA

EVOJCARE

AI Matchmaking, the right exhibitors were connected with the right audience

Products are showcased through webinar and free online learning

15 individual sessions were held and gained a large audience



1,419

Total number of views watching live



1,268

Total number of views watching on-demand

Structured webinars were hosted for Korea ingredient suppliers to share practical knowledge and technical insights with researchers and formulators targeted specifically to Korea and Asia.

- Korea Innovation Day - Hosted by Ministry of Trade, Industry and Energy, Co-organized by: KOTRA, Organized by in-cosmetics Asia
- K-Beauty Formulation Day – Supported by IBITA (International Beauty Industry Trade Assoc.), Organized by in-cosmetics Asia
- The Science of K-Beauty Ingredients - Hosted by Ministry of Trade, Industry and Energy, Co-organized by: KOTRA, Organized by in-cosmetics Asia

During the show

22 ingredients were launched at Innovation zone

A total of 22 ingredients (including the latest products launched on 7 July) were introduced to the market, giving people new inspiration for improved formulation. Visitors could view more detailed information by scanning a QR code onsite and had the chance to further discuss or test by visiting each stand.



The Innovation zone award, which celebrates the latest and most innovative ingredients, also took place and the winners were announced and awarded trophies onsite.

6 winning ingredients.

Award winners	Active ingredient	Functional ingredient
GOLD	Lucas Meyer Cosmetics IFF (Dendriclear™)	Cargill Beauty (StarDesign Power)
SILVER	Laboratoires Expanscience (NUMBER 6)	LUBRIZOL (Kelco-Care™ Diutan Gum)
BRONZE	RAHN AG (REFORCYL®-AION)	ACTIVON (Activonol-S)

Exploring marketing and regulation trends and technology

Over 3 days, a total of 14 marketing trends and regulations seminars and 15 technical seminars were presented by leading speakers. Some of the speakers presented at the show, while our international speakers presented in a pre-recorded format. Despite the challenging circumstances, visitors still had the unique opportunity of meeting speakers and learned from them. All presentations are available on-demand on our website.



Remote exhibitor package : breaking the barrier of time and space

Korea R&D and researchers are always keen to meet international suppliers. In order to help international exhibitor overcome travel restrictions, we provided Remote Exhibiting option for exhibitors who couldn't travel. With the professional, bilingual interpreter onsite to help manage their stands, conduct sales (check the space between the words) activities, and facilitate video business meetings, international exhibitors can continue to take part from afar while visitors are not disappointed by the lack of international exhibitors.



Digital show catalogue : easy to find, easy to carry and eco-friendly

This year, the show catalogue was published digitally because it's simple, eco-friendly, and easy to carry.

A copy was emailed to all the visitors before the show and uploaded to the website for anyone who wanted to find the information.



After the show

Virtual formulation lab : nothing can stop us from learning

Hands on formulation training in the Formulation Lab has proved popular among visitors. However, social distancing means the safety of our attendees has to be prioritized. With the support of our exhibitors, we were able to innovate new ways of delivering Formulation Lab and transformed it into a virtual event held on 22nd July 2021 after the physical show commenced. Each session was an hour long with rich formulation demonstrations and interactive Q&A session. This material was also shared with the 'on-demand' platform for unrestricted learning.

Session Title	Presenter
99% Natural anti-sagging face cream made possible with PEG-free vegan emulsifier	Gattefossé Asia Pacific
A Deeper Dive on Alpha-Gel Emulsification	Nikko Chemicals
Formulating Sunscreens at Room Temperature with Mineral UV Filters in Powder	Kobo

Total of 918 pre-registrations and over 500 attendees live from 22 different countries.

Visitor survey results

Satisfaction

75%

of the visitors answered that **they are satisfied**



"Although exhibition was not busy due to pandemic, ironically, it was good to hear the details and ask a lot of questions to each company."

"I found all the ingredients that interest me the most and was able to test them in person."

"It was so good to meet with the various companies because it's difficult to get professional information about cosmetic ingredients anywhere else in Korea."



Likelihood to Return

96%

of the visitors answered that **they are likely to return**

"There are not many opportunities to see a variety of ingredients and new technologies at once like in-cosmetics Korea show."

"This is the only dedicated personal care and cosmetics ingredients show. As our industry tends to change and follow trends very rapidly, I want to see and learn trends once a year."

"I think it is an important and valuable exhibition, which is must-see for researchers and marketers who work within the cosmetics industry."

in-cosmetics® korea

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We will return in July next year!
Where personal care ingredients
and creators come together

- **Cultivate** and consolidate existing relationships under one roof
 - **Network** with new partners and generate new leads
- **Showcase** your products and your brand to the entire personal care industry
- **Create** a memorable brand impression to existing and potential customers

Book your stand at [korea.in cosmetics.com](https://korea.incosmetics.com)