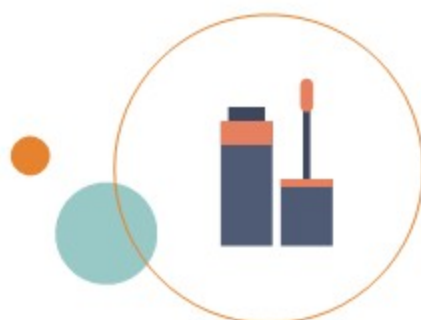


K-Beauty & Quarantine Expo in Bangkok 2021 Online

Online Convergence Marketing Exhibition.



K-Beauty & Quarantine Expo in Bangkok 2021 Online



Exhibition Overview

Organizers



Ministry of Trade,
Industry and Energy



KINTEX



Association of K-Beauty Experts in Thailand

Online Convergence Marketing Exhibition

(Online exhibition, 1:1 Biz-match program, social network & influencer marketing)

Participation Fee

Participating Online Exhibition	Price
Posting on the Thai website	1,100 USD
Promoting through Thai Associations	
1:1 Biz-Match Program	
Social Network & Influencer Marketing	
Promoting products through Thai social media	

Buyer Profile

Buyers with verified purchasing power in the beauty and medical fields (retail, trade, manufacturing)



K-Beauty & Quarantine Expo in Bangkok 2021 Online



Why K-Beauty Expo Bangkok?

- Greater capability of Thai cosmetics market to expand through ASEAN
- Thailand's cosmetics sector is the largest in Southeast Asia
- Thai beauty market sales revenue totaled US\$740 million in 2020 despite the Covid-19 pandemic
- K-Beauty Expo Bangkok has been held for 5 years since 2016
- This year, K-Beauty Expo Bangkok is held under government's financial support in order to promote growth in exports

2019 K-Beauty Expo Highlights



01 99 Exhibitors



02 100 Buyer Companies

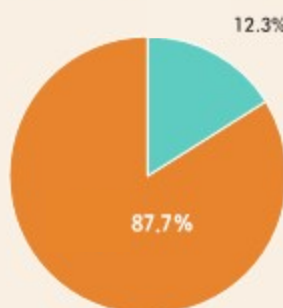


03 46,853 Online Visitors

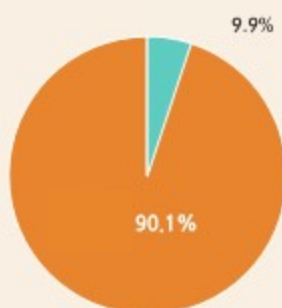


04 545 Meetings Accomplished

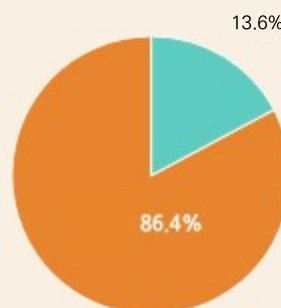
Exhibitor Survey Results



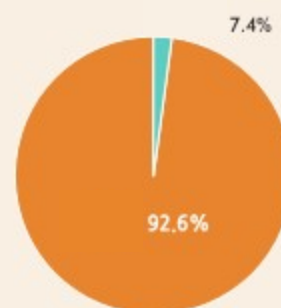
Overall Satisfaction



Would participate again



Would recommend to industry professionals



Satisfied with Online Exhibition

Exhibited Items

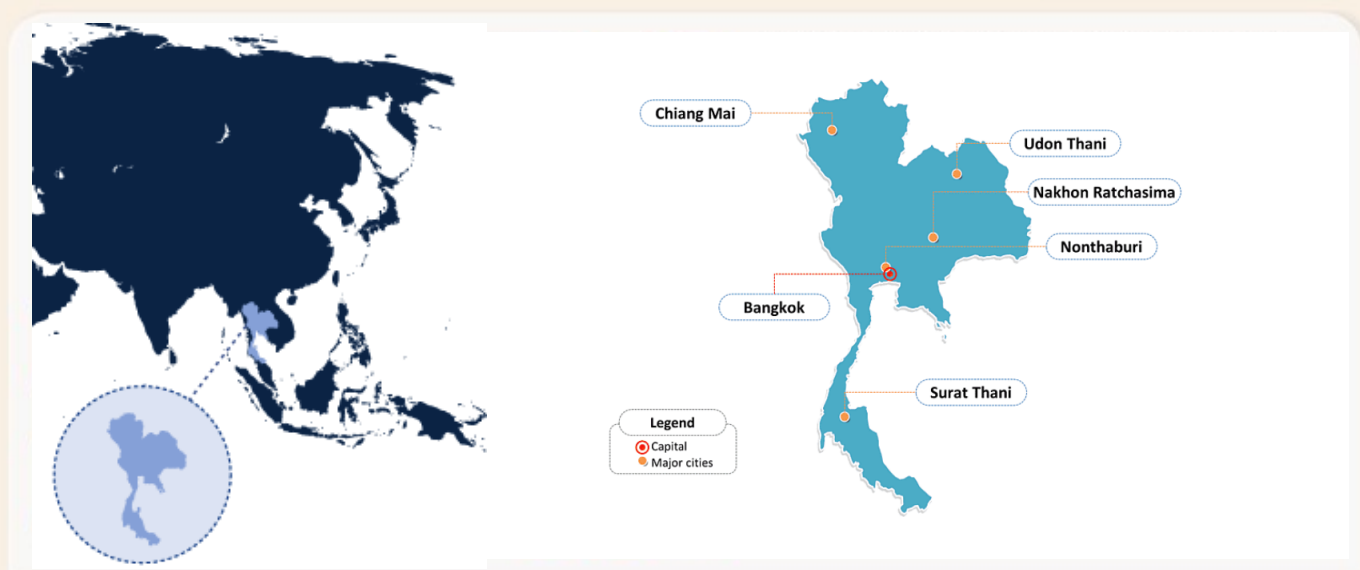
Category		Items
K-BEAUTY	Make-up	Color cosmetics(eye make-up, lips), Face make-up(foundation, contouring)
	Skin care	Skin care products, Facial treatments, Sunscreen, Cleansing Cream, Face mask
	Body care	Body lotion, Body Scrub, Towel
	Hair	Hair products, Hair equipment&device, Hairdressing Tools, Shampoo, Conditioner
	Nail	Nail polish, Nail Decorations, Gel Nail products, Nail Remover, Accessories
	etc.	Puff, Brush, Pouch, OEM/ODM, Packaging, Machinery, Label, Raw materials

K-Beauty & Quarantine Expo in Bangkok 2021 Online



Why K-Quarantine Expo Bangkok?

- Thailand is the second largest economy in ASEAN and the center of the Baht economy.
- Demand for medical and quarantine products is rapidly increasing, with exports for 2021 recording a 184.5% year-on-year increase.
- Significant synergy effect thanks to concurrently held K-Beauty Expo
- Thailand Prime Minister's quarantine measures for Center for Covid-19 Situation Administration and Ministry of Public Health drive industry growth
- Wide variety of quarantine supplies expected due to government request



Exhibited Items

Category	Items
Personal Protection	Mask, Air purifier, Hand sanitizer, Protective gear, Goggles, Antibacterial filter, Portable sterilizer
Monitoring	Testing kit, AI video diagnosis(X-ray), infrared thermometer, PCR equipment, Thermal camera
Medical Appliances	Respirator, Negative, pressure room, Negative pressure ambulance, Untact patient monitor, ECMO
ETC	Sterilizer, Disinfectant, Disinfection robot, Epidemiological investigation system

○ Participant Benefits



Online Exhibition

- Pre-on-post marketing platform for exhibitors is available 24/7
- Translated into three languages - English Thai Korean



1:1 Business Matching Program

- Holding video conference with buyers from Southeast Asian countries



Local marketing tools

- Promoting products through social media influencers
- Use social media accounts as a marketing platform for companies



Promotion from local agency and association

- Recruit buyers via Thailand Beauty/Quarantine Platform



English-/Thai-/Korean-speaking interpreters available



Transportation Cost Support

Shipping charges up to 1 CBM covered

○ Participation Timeline



November 30

Application Deadline



December 13~17

1:1 Biz-match program



December 13~17

Online Expo

K-Beauty & Quarantine Expo 2021

Contact: T. 031-995-8224 | E. inquebangkok@kintex.com | W. <https://kintexbangkok.com/>