

Bangkok Beauty Show &
K-Beauty Expo Bangkok **2022 EDITION**

SALES PRESENTATION

WHERE BEAUTY BLOOMS
AND **COSMETICS** PROFESSIONALS
COME TOGETHER

KINTEX



Show Preview

World Premier B2B Trade Show
**BANGKOK
BEAUTY
SHOW**

**K-BEAUTY
EXPO
BANGKOK**

World Premier B2B Trade Show

Bangkok Beauty Show & K-Beauty Expo Bangkok 2022



15th - 17th sat
DECEMBER, 2022
BITEC, Bangkok
Thailand

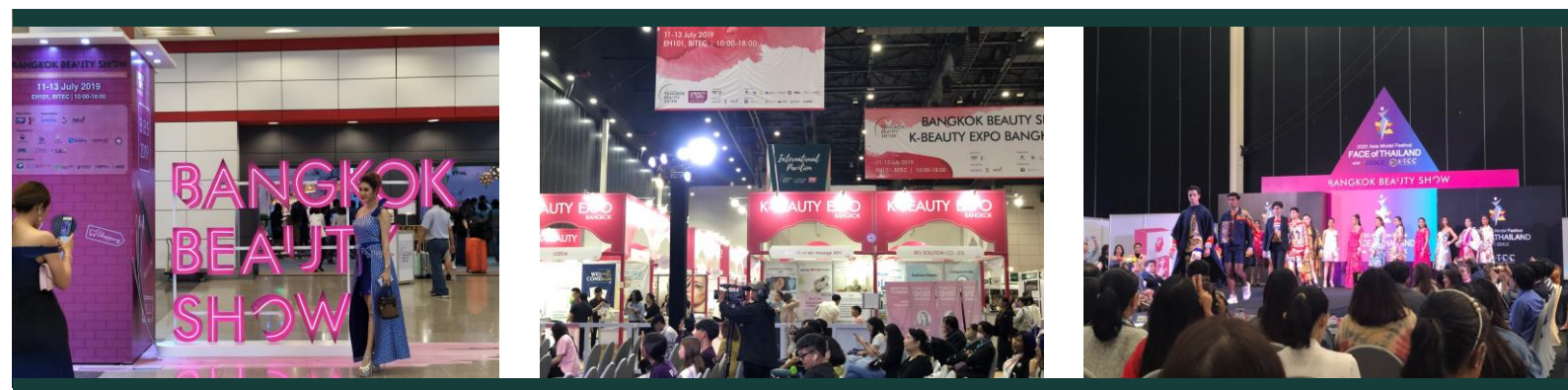
Vegan Beauty, DIY Beauty Care, Beauty Tech Device

2022 제6회 K-뷰티엑스포 방콕 & 제3회 방콕뷰티쇼

**BANGKOK
BEAUTY SHOW**
& 6th K-BEAUTY EXPO BANGKOK 2022

Chalita Suansane
Miss Universe Thailand

Host **KINTEX** Organizer **KINTEX** **Index**
Sales Office +82.31.995.8214, 8216 | E-mail bangkokbeautyshow@gmail.com



Slogan | World Premier B2B Trade Show

Date | 15(Thu)-17(Sat), December 2022

Organizer | KINTEX (Korea International Exhibition Center)

Co-Organizer | INDEX Creative Village PLC.

Venue | EH99, BITEC, Bangkok, Thailand

Partners & Sponsor

Media Partners | CosMorning, Korea Cometic Industry News, Cosmetic Mania News, onoffmix.com

Sponsors | TCEB, TCOS (Thai Cosmetic Cluster Association), Korea Cosmetic Association

Categories | Cosmetic, Hair, Aesthetic, Raw Materials, Packaging, Body Care, Inner Beauty Food, Medical Service, Fashion, Health and Spa, etc.

Show Statistics

World Premier B2B Trade Show

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2019 Result

“Bangkok Beauty Show (BBS) 2019 was a success and received lots of positive responses from exhibitors, buyers, and visitors. Some of the key highlights include:

“

210 Exhibitors

250 Booths from **8** Countries Participated

8,766 Visitors From **41** Countries Attended

207 Invited Buyers From 18 Countries Attended

1,462 Meetings Accomplished

CONSULTED AMOUNT : **35,476,530 USD**

CONTRACTED AMOUNT : **22,069,904 USD**

”

2022 Expectation



1:1 Business Matching Program

World Premier B2B Trade Show

Bangkok Beauty Show & K-Beauty Expo Bangkok 2022

2019 Result



2022 Expectation

- 1,500+ Business Meetings will be made onsite, and more than 25M USD contract amount is expected.
- BBS is one of the most cost-effective platforms that enables large and small enterprises to achieve their business goals.



BBS Key Fundamentals

World Premier B2B Trade Show

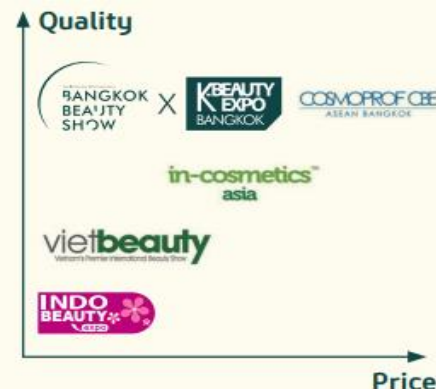
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Experience, BBS platform with **5Ps**

PRICE

Notice the cost and benefits

- Cheaper than COSMOPROF CBE, IN-Cosmetics Asia
- No extra charges, all included



PLACE

Easy to Access

- BITEC, perfectly situated in the heart of BANGKOK
- Just 14km away from int'l Airport and 160m away from BTS Bangna station
- Visitors- and buyers-friendly location

Strategic Hub

- 1,4 million visitors flying in 8,000 flights per week

Experience Authenticity

- Thailand's vibrancy can be seen in the core 5 MICE cities, where boundaries are pushed to give the business traveler a unique perspective.

BBS Key Fundamentals

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Experience, BBS platform with **5Ps**

PRODUCT INSIGHT

Seek Opportunities

- The organizer, KINTEX, follows the market trends with agility by organizing 4 beauty shows in Asia, 2022.



PROMOTION

Boost your Business

Preshow

- Influencer marketing and newsletter to local & overseas channels for potential exhibitors.

During the Show

- Oversea Buyer Matching
- K-Beauty Awards Contests
- K-Beauty Make-up Demonstration
- Latest Marketing Conference

PEOPLE

Find your global partners

- Gala Dinner is provided for all exhibitors
- Local partner supports every moment regarding the show

Online & Offline Marketing

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K-Culture Marketing

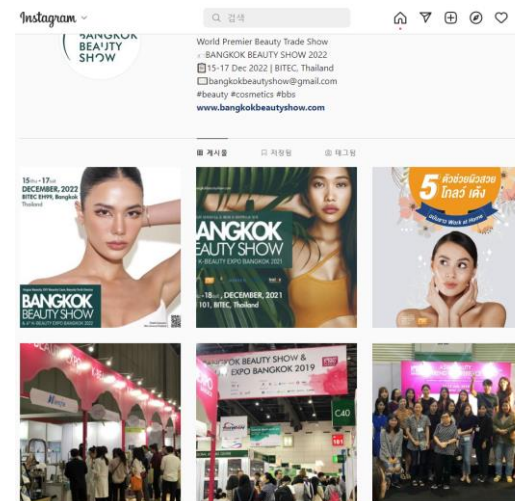
- Since the sensational hit of the Netflix movie “Squid Games”, K-Culture, or the South Korean Culture, has been acknowledged worldwide more than ever.
- K-Beauty is part of the K-Culture, and K-Beauty Expo verified this hot trend in Taipei and Indonesia K-Beauty Expos.
- To keep this trend ongoing, K-Beauty Expo Bangkok plans to successfully precede different marketing strategies.



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1. SNS Marketing



- K-Beauty Expo Bangkok mainly targets Thai women from their 20s to 40s, who are interested in K-Beauty.
- **Marketing Period: September – December 2022**
(actively marketing before three months of the actual exhibition.)
- **Expected Effects: Aims 5,000 pre-registered visitors in 2022**
(3,000 pre-registered visitors in 2019)

Online & Offline Marketing

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2. Influencer Marketing

Main Influencer : Chalita Suansane



- Miss Universe Thailand
- 1.1M Instagram Followers
- Host the “Meet and Greet” events



Young Influencers

- 5-10 influencers with followers above 50k
- Live-streaming show on the exhibition day
- Other offline events coming soon
- Marketing contents regarding local enterprises is planned through contracts with the influencers



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3. Events for Visitors



Pre-registration / SNS Event / Prize Drawings



Souvenirs

Photo Zone (Lobby, Hall)

- Prior to the actual show days, the project is all about attracting people and introducing K-beauty.
- Facebook and Instagram is used to proceed online events.
- Gifts will be given to those who pre-register and participate in our SNS hashtag, like and follow event.
- To make sure that people do come, special offline events are coming up.
- BBS's special souvenirs will be prepared for those who come. Additionally, there will be a special photo zone.
- In 2019, we had a lovely pink neon sign in the photo zone, but this year, we will have a beautiful Christmas tree celebrating the Christmas season.
- We are also planning a SNS event related to the Christmas Photo Zone and there will also be gifts prepared accordingly.

Online & Offline Marketing



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4. K-Beauty Expo Network



2022. 8. 10.(Fri) ~ 8. 22. (Mon)
Taipei World Trade Center



2022. 8. 25.(Thu) ~ 8. 27. (Sat)
Jakarta International Expo



2022. 10. 6.(Thu) ~ 10. 8. (Sat)
Korea International Exhibition Center



Korea Trade-Investment
Promotion Agency



재태국한인회
The Korean Association of Thailand
สมาคมคนไทยเกาหลี

- KINTEX, the leader of Korea MICE industry, has diverse experience hosting beauty exhibitions.
- We have various communication network and platforms to promote the BBS.
- So far, K-Beauty Expo Indonesia and Taiwan have been successfully hosted.
- In Indonesia and Taiwan, we met possible BBS exhibitors, visitors and buyers.
- Moreover, to attract more visitors, we will cooperate with the Korea Trade-Investment Promotion Agency and The Korean Association of Thailand.

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5. Big Event : 2022 International K-Beauty Fair & Hair Show Bangkok

- Sharing the theme of “K-Beauty”, both Korean and Thai artists will have the opportunity of sharing, developing and discussing their cultures and beauty contents.
- The collaboration of the two beauty organizations will attract visitors with their unique contents.
- The vivid yet unique hair styling, make-up and costumes will together turn out as sublime, artistic outcome of beauty.
- The Korean Make-up Artist Association aims to directly demonstrate the living K-beauty worldwide.



**Korean Make-up
Artist Association**
사단법인 한국분장예술인협회
www.kmaa.or.kr since 1998

HAIR
& beauty
MAGAZINE



Booth Specification

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Raw Space

(Build & Design Your Own Booth)



USD 110 / sq.m or THB 3,850/sq.m
Minimum 18 sq.m

- * 1booth = 9sqm
- * Corner charges of USD 100 Per additional corner
- * Exclusive of 7% VAT
- * More Details are updated on BBS official website

Standard Booth

(Smart & Effective Option)



USD 1,200 / booth or THB 42,000 / booth
Shell Scheme booth includes

- White back and side walls
- Fascia with exhibitor's name
- 1 Table, 2 Chairs
- 2 Fluorescent(40w), 1Socket(5amp)
- 1 waste basket

THANK YOU

For more information, please contact



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