



## MAKEUP IN ASIA IN SEOUL: MISSION ACCOMPLISHED



Nearly 3,000 people stormed the aisles of the Conrad Hotel in Seoul on 5 and 6 April last! An unprecedented figure on the rise (+800 visitors) compared to the previous year. All testimonies prove it, this fourth edition took place in optimum conditions. Visitors coming from all parts of Asia with, of course, many Korean brands but also Chinese, Indonesian, Thai, Australian, Japanese brands. Major world players had also made the trip. The lounge dedicated to the L'Oréal Group with its Yves Saint Laurent brand was constantly crowded with visitors and exhibitors were unanimous on the international aspect of this Korean edition of MakeUp in Asia.

### **PUM-TECH**

You did very a good job for Make Up in Asia 2017!

### **EASY POWDER**

The two days of the exhibition were great.

### **ALBEA**

MakeUp in Seoul is a great place to understand the dynamic make up and skin care market in the region. This year's edition was once again extremely well-attended !

### **KOLMAR**

I was very honoured to attend. It was an experience to get a good insight.

### **INFORMATION & INSPIRATION**

Increasingly top!

Increasingly too short!

Increasingly richer and inspiring!!!

### **COSMETICS INSPIRATION & CREATION**

Congrats for this success!

### **JIH HSIN GLASS**

Thanks to everyone for putting together another successful show and thank you for creating such a great setting for us. We really enjoy the show. We look forward to attend your next show.

### **PECLERS**

The fair and the organisation were really great.

IN SKIN COSMEDICS

Pleasantly surprised by the quality of the show.



**FS KOREA**

We enjoyed the 2017 MakeUp in Asia – Seoul!

**APTAR**

Congratulations for the great success of this event!

**NASTRITEX**

MakeUp in Asia was our first experience in such an exciting area: goal achieved!

**HWA SUNG**

During the MakeUp in Asia(Seoul) show, we had an opportunity to make deeper relationships between our company and clients.

We also had a chance to meet some new clients at that show and results seem quite positive for this exhibition.

So I hope we will have many more opportunities to meet new clients and have a new experience when we exhibit at the next MakeUp in Asia show.

**CAPICOLOR**

This was our first time at this exhibition, in our opinion this exhibition was a professional B to B event, at this exhibition we met lots local brands and famous brands around the world.

**KUM**

The organization was excellent, congratulations! We very much appreciated the enthusiasm and the professionalism of the MakeUp orga team.

We enjoyed this great show in a fantastic location! Many qualified visitors and a lot of promising contacts. It has been fantastic to participate in this show.

And please keep up the offer for lots of interesting conferences.

**BEAUTYSTREAMS**

We have been exhibitors at MakeUp in Asia (Seoul) since 2014 and we must say that 2017 even surpassed the previous editions in terms of internationalism and network opportunities. The quality of visitors and exhibitors allowed us to develop our business not only in Korea, but also in the entire Asian-Pacific region and internationally.



### **REGI**

Our first time at the MakeUp in Seoul has offered us a great way to approach the Asian market as well as a good opportunity to meet up again with our European and Us clients.

The show was well organized and definitely lived up to our expectations in terms of opportunities. See you in NY.

### **INTERCOS**

As always we love to take part in Makeup in Seoul. The atmosphere is exciting and dynamic, just as the Korean makeup market. For Intercos, it is the perfect occasion to share the latest innovations and creations from our Korean laboratories with clients from all over the world. At this latest edition, we received great interest not only in colour cosmetics, across all categories, but also in our skin care products and hybrid formulations.

This year in particular was very special for us, as it coincided with the opening celebration of our brand new product facility in Korea.

### **MS SWISS / STRAND COSMETICS EUROPE**

We took advantage of this platform to interact with brands and introduce our new range of products: Color & Care, Glacier products...

It was great to be in Seoul: Asia is becoming an increasingly influential and strategic market for MS swiss cosmetics.

See you next year!!!

### **SCHWAN COSMETICS**

MakeUp in Seoul 2017 was a truly successful and busy show for Schwan Cosmetics. Both existing customers, interested parties, decision makers, and many others in the cosmetic industry visited and enjoyed this great event. Also this year the show was well organized to make it a perfect experience for everyone!

**WECKERLE**

Thank you very much for your support.  
Great show! We met interesting new customers. The location of our booth was much better than the one we had last year.  
Thank you again for your support here.

**TAE SUNG**

Marvellous Show for us who are leading make up packaging manufacturers.

**AVON**

We were very pleased with MakeUp in Seoul. It was so much more targeted and focused and it was very helpful for us. I think an area of improvement is there were quite a lot of seminars (all were very relevant!) and not enough time for us to go around to meet the vendors.

**COSON**

We figure that this year's event was a success. The atmosphere of the show was great. We were able to have a good opportunity to meet up with new clients and present our innovative products. It was a chance for us to expand our business globally.

**CREATIVE CAPITAL CHINA**

As usual MakeUp in Seoul was a great success.  
We were very happy to exchange with key decision maker of the beauty industry in the vibrant Seoul in a qualitative and intimate set up. Looking forward to Paris and New York

**Next appointment: MakeUp in Paris on 22 and 23 June  
at the Carrousel du Louvre.**