

## Let's MakeUp Korean style 5 months left... the countdown is on!



**Korea has been becoming THE place to be in the Asian make-up industry thanks to all the new Asian actors !**

Indeed, Korea is at the forefront in all high-tech sectors and innovation is part of a culture and philosophy revolving around progress. A reputation that has largely crossed the borders of this country regularly visited by consumers and manufacturers from all over the world, the first coming from China and Japan during every weekends, the others from Europe and the United States several times a year, in their quest for the new product!

**Relive the latest edition in Seoul**

The 5th edition of MakeUp in Seoul in last April was an amazing experience. We had the chance to welcome 32 of the main players in the formula, ingredients, accessories and packaging industries.

With almost **3.000 visitors** and a huge increase of visitors from Japan, Russia and Singapore, followed by India, Philippines, Brazil, UAE, Austria, Belgium, Hungary, Sweden and Afghanistan, the latest edition in Seoul has been totally international with a breaking record of 29 visiting countries. Another breaking record was also set with 62% of those visitors being Marketing, Product Development and R&D Managers from brands!

**MakeUp in Seoul was again an amazing opportunity to take part into the active growth of the Asian market, renewed in 2019 for the 6th edition !**



"The show was definitely a success and the organization impeccable! We had many productive meetings with quality contacts and found that our latest collections were met with enthusiasm. MakeUp in Seoul has become a must in our international events calendar. See you next year!"

**REGI**

"This year's show has been more international than previous ones, driven by the continuously strong interest in K-Beauty and we were satisfied with the number and quality of the meetings."

**SCHWAN COSMETICS**

« The show is now a staple for us! »

**INTERCOS**



« The meetings that were pre-scheduled were all good. »

**ENGLEWOOD**

« We are satisfied overall with this show. About 40 companies visited our booth during the 2 days. »

**TAEJIN**

« The show was very clean. We got more than 70 contacts during 2 days »

**CIT COSMETICS**

SAVE

THE

DATE

15 & 16 APRIL 2019 | CONRAD SEOUL HOTEL | 10AM - 6PM

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**NEW**

Discover the podcast  
**BEAUTY IS YOUR BUSINESS**

**Starring for his episode ALEXANDRA WILKIS WILSON of ALLERGAN**



**Alexandra Wilkis Wilson on serial entrepreneurship and moving into medical aesthetics...**

Wilkis Wilson is an American entrepreneur and cofounder of Gilt Groupe, GlamSquad and Fitz, currently leads a digital ventures team, helping to disrupt the aesthetics industry at Allergan USA, Inc., including digital editorial hub Spotlyte