

# MakeUp in Seoul's expertainment: the conferences you can't miss



One month left for MakeUp in Seoul! The show will take place at the Conrad Hotel, the 15 & 16 April. The experts and guest speakers invited for the conference program cannot wait to discuss with you trends, market news, opportunities and so many more hot topics! Given both the high profile of speakers and topics addressed, the conference room will also certainly be packed, so don't miss out on having your front seat !

[I want my invitation now](#)

## Monday April 15<sup>th</sup>, 2019

### **10:15 am – 11:00 am : "The future of Beauty 2020"**

Keynotes by Charlie Clark, Trend Specialist, WGSN MINDSET

### **11:30am – 12:15pm : Trends: "Color Wave by Beautystreams"**

Conference presented by BEAUTYSTREAMS

### **1:00pm – 1:45pm : "Understand your consumer with social media listening: skincare usage of the Chinese consumer vs. the Western consumer"**

Conference by Jerome Chalansonnet, Korea Research Director at LINKFLUENCE

### **2:15pm– 3:00pm : "Innovations in makeup and skin care (packaging, formulas, accessories, full service)"**

Round table moderated by Charles-Emmanuel Gounod, BEAUTYWORLD-CONNEXIONS and Florence Bernardin, CEO & Founder, INFORMATION & INSPIRATION with the participation of selected MakeUp in Seoul exhibitors.

### **3:15pm – 4:00pm : "Color Cosmetics for China's new generations"**

Conference by Vicky Zhou, Research Analyst, MINTEL CHINA REPORTS

**4:30pm – 5:15pm : "What's up from China, Indonesia & Malaysia – The latest trends and hit products"**

Conference by Florence Bernardin, CEO & Founder, INFORMATION & INSPIRATION

**5:30pm – 6:15pm : "Make Up For Ever"**

Presentation by Sunhee Lee, Academy & Education Manager, MAKE UP FOR EVER KOREA

**6:15pm : Invitation to the MakeUp in Seoul cocktail party**

Tuesday April 16th, 2019

**Tuesday April 16<sup>th</sup>, 2019**

**10:15am – 11:00am : "The Creative Challenge of K-Beauty Going Global"**

Conference by Elie Papiernik, Creative Director & Managing Partner, GROUP CENTDEGRES.

**11:30am – 12:15pm : "Market: Update on Korean Indie Brands and Influencers"**

Round table moderated by DK Tch , Creative Director, MILIMAGE & PURPLEPATCH with the participation of Korean Indie Brands and influencers such as :

- Mrs Bokyung SUN, CEO, OLIVEYOUNG PB BRAND
- Mr Jinho PARK, CEO, BEAUS COMPANY
- Ms LAMUQE, Beauty Influencer
- Ms Sukyung SEO, Influencer

**1:00pm – 1:45pm : "Moving Hearts In The Zone"**

Conference by Kyoung Soo Na, Chief Creating Officer, HEAZ AGENCY

**2:15pm – 3:00pm : "Sephora is opening its first store in Seoul; Is it the end Myeong-dong craze?"**

Conference by Nina Yong, General Manager, SEPHORA CHINA

**3:15pm – 4:00pm : Formulas: "Hybridation; latest update in Asia"**

Round table moderated by Charles-Emmanuel Gounod, BEAUTYWORLD CONNEXIONS with the participation of:

- Florence Bernardin, CEO & Founder, INFORMATION & INSPIRATION
- Anna Dato, Makeup Strategic Marketing & Account Development VP, INTERCOS
- Naok (Esther) Hwang, Senior Director of Overseas sales, KOLMAR KOREA
- John Kwon, Sales & Marketing Director, SOLEO COSMETIC COMPANY

**4:30pm – 5:15pm : "Packaging & Digital: How social media influences the development of beauty products"**

Round table with the participation of selected MakeUp in Seoul exhibitors.

*The conference program is subject to changes up until the day of the show.*