

omc **HAIRWORLD**™
& International Beauty Fair, Korea 2016 Team World Cup

March 27(Sun.) – 29(Tue.), 2016
KINTEX, KOREA

Host: OMC(Organisation Mondiale Coiffure)
Organizer: Korean Cosmetologists' Association
Co-organizer: Seoul Fairs Co., Ltd



The leading trade fair for beauty industry in Korea

Int'l Beauty Fair Korea 2016 is the center of Korea beauty industry. At this Show, exhibitors can efficiently introduce their products to buyers. This show brings together new entrepreneurs and sector professionals like importers, wholesalers, dermatologists, estheticians, hairdressers, make-up artists & leader sector companies looking for new markets. We make worthwhile show and provide your successful business.



Two events Under one roof

The OMC Hairworld World Cup will be held in KINTEX, Korea from 27 to 29 March 2016, parallel to the Int'l Beauty Fair Korea 2016. It make to creating synergy effect. The exhibition guarantees 3 days of meetings and establishing new relations with cosmetic professionals, saloon owners, wholesale buyers, specialists, dermatologists, agents and consumers of the world. We hope you seize the best opportunity at this show.

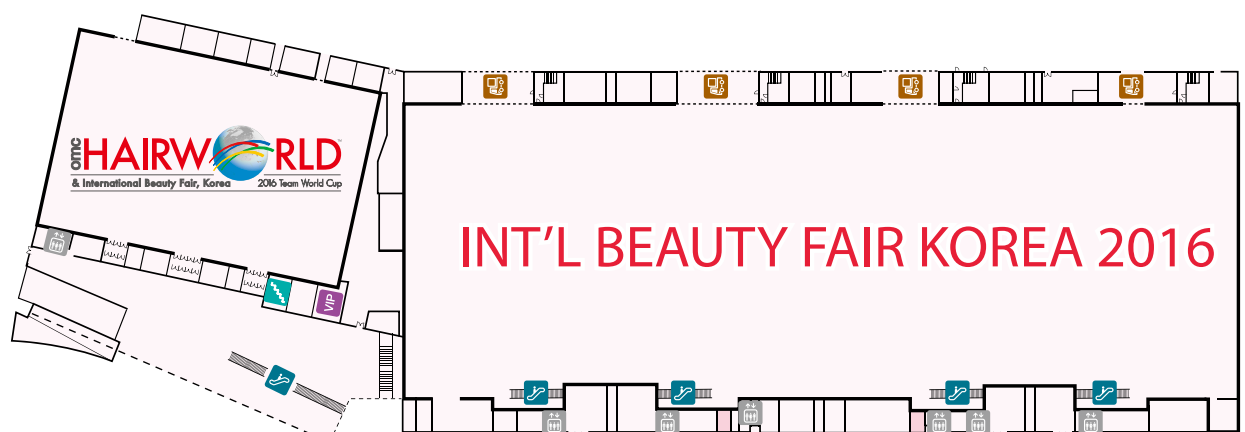
OMC HAIRWORLD World Cup

The world hair dressing championships

Every two years, the hairdressing sector seeks the world's best hairdressers. In 2016, the elite of the coiffeur world will come together at Int'l Beauty Fair Korea, where the competitions will be held on the KINTEX, Korea. Over 1,000 participants from 50 countries will be fighting it out for the title.

Floor plan

OMC Hairworld & Int'l Beauty Fair Korea 2016, at the heart of Korea, easily reachable from other regions and cities, is ideal communication platform.



Participation Guideline

Don't miss the Korea's leading beauty Fair!

OMC HAIRWORLD & Int'l Beauty Fair Korea 2016

○ Procedure

1) Submit application form (Deadline: October 31, 2015)

Complete the attached application form and send it by Fax or E-mail.
 Online registration: www.hairworld2016.kr

2) Down payment(50% of entry fee)

Within 7 days after application submission.

3) Balance payment

Balance payment and additional facilities fee must pay until October 31, 2015
 Submit all kind of applications and directory script.

○ Participation fee

* 1 booth = 9㎡ (3mx3m)

Type	Unit price(per a booth)	Note
Package booth	US\$ 4,300/Booth	Space and shell stand.
Space only	US\$ 4,000/Booth	For booth installation, request at least 4 booths to appointed services by KINTEX.

● Early-Bird

We are offering an Early-Bird Discount of 15% off the total booth rental if 100% of the estimated total exhibit fee is received by **December 31, 2014.**

● Package booth

Provide exhibition area and assembly booths.
 Side and rear wall, company name panel, pytex floor,
 3 lights, information desk & chair.

● Space only

Provide only exhibition area.
 Exhibitor directly contacts construction company for booth installation.



○ Payment Instructions

- Beneficiary: Seoul Fairs Co., Ltd
- Account No.: 180-000-112138
- Bank: SHINHAN Bank, 321, Eonju-ro, gangnam-gu, Seoul 135-080, Korea.
- Swift Code: SHBKKRSE

○ Secretariat office

Seoul Fairs Co., Ltd.

5F, Kwangjin Bldg., 321, Eonju-ro, gangnam-gu, Seoul 135-080, Korea.
 Tel.82-2-529-0691 Fax.82-2-529-0695 Email:hairworld@seoulfairs.com
<http://www.hairworld2016.kr>

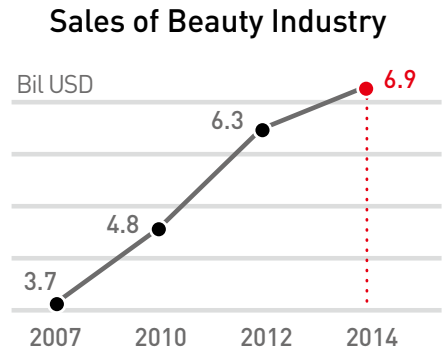
Beauty Industry of Korea

- **150,000 beauty shops**
- **400,000 workers in field of beauty industry in Korea.**

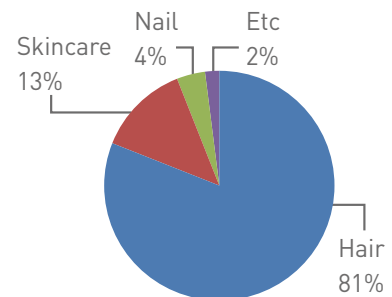
Beauty industry of Korea is growing by 10 percent in every year and has a great potential for increasing sales. There are more than 150,000 beauty shops , 900,000 hairdressers and 400,000 workers in field beauty industry in Korea.

Also, K-Beauty boom has been widespread throughout the Asia with K-Pop for years. As a result, beauty industry of Korea has great cultural influence with Asia market.

OMC Hairworld & Int'l Beauty Fair Korea 2016 is the ideal place to enter Korean growing market, discover new opportunities, find distributors and enlarge business scope.



Market Share of Beauty Industry



Introduce your brand

Korea will only be the third OMC Hairworld to be held in Asia. So every Korean and government is obviously interested in this event. We are putting a lot of effort into successful hosting of this event.

Korean Cosmetologists' Association has more than 74,000 members. Most of them will visit our event with 50,000 consumers. And The Korean government and Gyeonggi province would like offer the full and enthusiastic support for OMC Hairworld & Int'l Beauty Fair Korea 2016. Come and join us! It is great chance for your business.



About KINTEX

KINTEX is Korea's Largest and newest international exhibition and convention venue.



Korea has become one of Asia's leading exhibition and convention countries with the completion of KINTEX, both venues of which cover the indoor show space of 108,049m². KINTEX also has about 18,000m² site for outdoor events and 30 dividable meeting and conference rooms including a multi-functional grand-ballroom for 2,000 people.

Besides, It takes just 1 hour from Incheon Int'l Airport to the KINTEX by limousine.

▶ START

PLANNING NOW For Korea in 2016



Secretariat office



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www.hairworld2016.kr