

www.bangkokbeautyshow.com

16th - 18th
DECEMBER, 2021

BITEC, Bangkok, Thailand

2021 제3회 방콕뷰티쇼 & 제5회 K-뷰티엑스포 방콕

BANGKOK BEAUTY SHOW

& 5th K-BEAUTY EXPO BANGKOK 2021



KINTEX

kotra

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CREATIVE VILLAGE

BANGKOK BEAUTY SHOW & K-BEAUTY EXPO BANGKOK 2021

2021. 12. 16(Thu) - 12. 18(Sat) | 101 hall, Bitec

2021 Show Preview

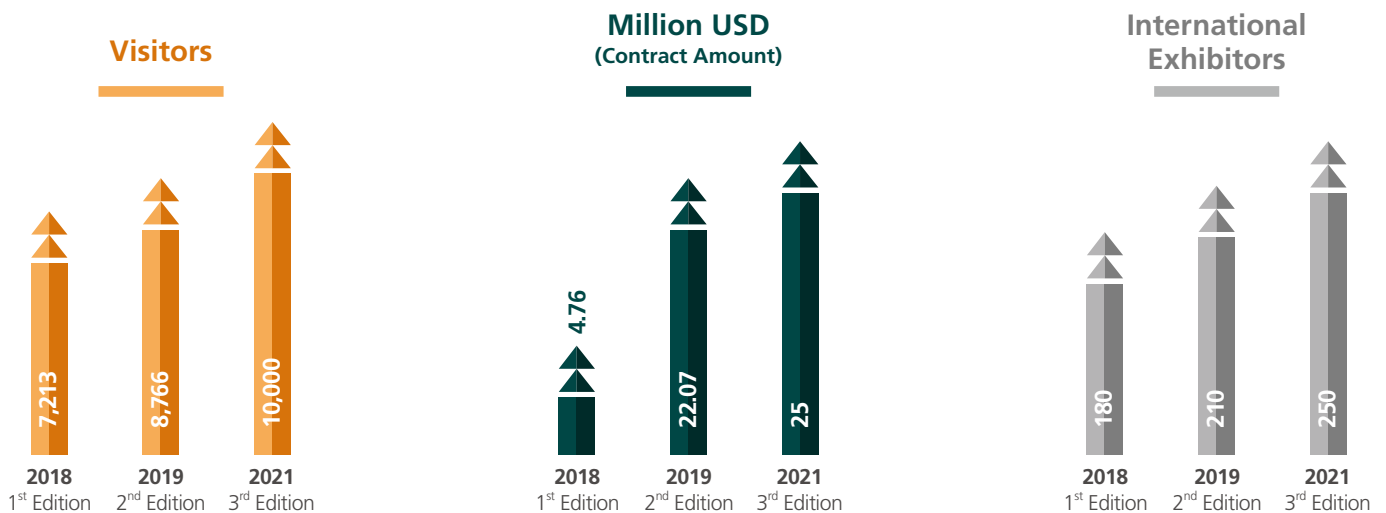
▶ **Bangkok Beauty Show(BBS)** is the most promising business-to-business beauty trade show incorporating all aspects of innovative beauty industry in the center of South-East Asia, Thailand. 250 international brands & companies and 10,000 beauty professionals & consumers are expected to join BBS 2021

▶ **Organizer** KINTEX

▶ **Partner & Sponsor**



Post Show Statistics



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Why Exhibit

1 To make a profit
BBS is where real business happens

Included in Exhibitor Package

► Business matching program

2 To build a strong network
with industry professionals

Included in Exhibitor Package











► Networking program & Sessions

3 To gain fans BBS will be your agent
to enter the overseas market

Included in Exhibitor Package

► Marketing support program

Exhibit Profile

-  Cosmetics
-  Perfumery
-  Hair
-  Nail
-  Health&Beauty Products
-  Machinery & Equipment
-  Packaging
-  OEM/ODM
-  Manufacturing
-  Salon & Spa

Why Visit

1 To learn & get inspired

Free to attend

► Cosmetics & Beauty learning sessions

2 To discover the opportunities

Free to attend

► Pre-matched meetings with
BBS exhibitors

3 To be beautiful & To be yourself

Free to attend

► K-beauty inspiration zone only for
BBS visitors

Buyer Profile

- T** Trader
- D** Distributor
- R** Retailer
- R** Retail&Shop Chain
- E** E-commerce
- A** Aesthetic&Clinic
- O** OEM/ODM
- M** Manufacturer
- W** Wholesaler
- I** Importer
- E** Exporter



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Exclusive Business Matching Program



▶ Invited buyer from 18 countries attended **207**



▶ Meetings accomplished **1,462**

+29% vs 2018



▶ Consulted amount **35,476,530 USD**

+56% vs 2018



▶ Contracted amount **22,069,904 USD**

+366% vs 2018

Exhibitors' Success Stories



MAY ISLAND
Kocoslub Co., Ltd.
Korea

We have been participating in BBS for many times and on the first day of BBS 2019, we had over 20 business meetings with not only big buyer companies from ASEAN countries and also with local promising buyers in Thailand. We will join BBS again in 2020 to strengthen our brand awareness to ASEAN consumers.

This is our first time to join Bangkok Beauty Show and we were really impressed with the quality of the show. Consulted amount of business meetings was over our expectations and BBS provided us the valuable experiences with international brands & companies from 8 countries.



Amrutanjan Health Care Ltd.
India

Exhibitor Survey ('19)



70%

Exhibitor's overall satisfaction



65.56%

of Exhibitors will join again in 2020



72.73%

of Brands & Products increased their awareness & publicity



89.77%

of Exhibitors were satisfied with the quality of operation & organizer

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Exhibiting Opportunities

- ▶ Exclusive of 7% vat
- ▶ Details are updated on bbs official website

Raw Space (1booth = 9sqm)
Build & Design Your Own Booth

3,600 usd / booth(9m²)



Standard Booth (1booth = 9sqm)
Smart & Effective Option

3,800 usd / booth(9m²)



How To Exhibit

STEP 1

Choose your booth type&size

- ▶ Premium booth
- ▶ Standard booth
- ▶ Raw space

STEP 2

Register for exhibitor program

- ▶ Exclusive B2B matching program
- ▶ Pop-up PR zone before the show
- ▶ Pre-meeting system access

STEP 3

Promote your company with BBS

- ▶ Exclusive PR opportunities both for business & public
- ▶ On-site PR events only for BBS exhibitor

How To Visit

STEP 3

Get the free gift & many more

STEP 2

Apply for exclusive visitor program

STEP 1

Pre-register at BBS website

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