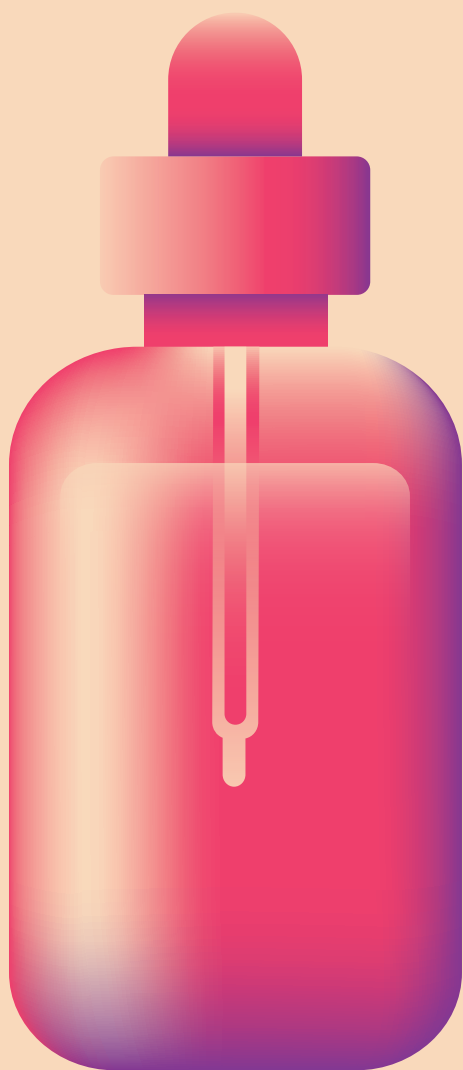


COSMETICS & BEAUTY EXPO

OSONG KOREA 2026

English



**Osong, Where K-Beauty
Meets the World**

10.22 (Thu) - 10.24 (Sat)

Cheongju OSCO | www.osongbeautyexpo.kr



Hosted and
Organized by:



CHUNGCHONGBUK-DO

CHEONGJU
CITY



Osong Bio
Promotion Foundation

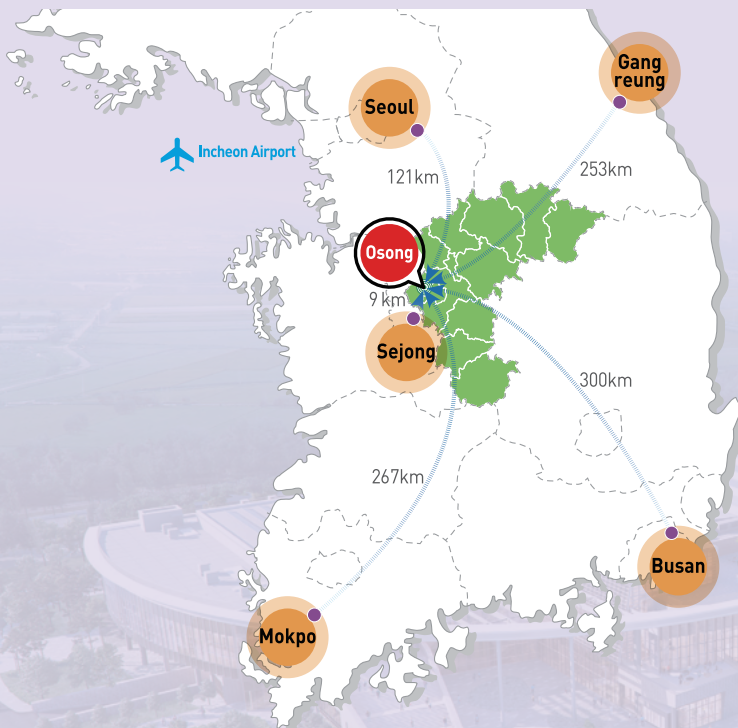
The 'Mecca of K-Beauty', Osong leading the cosmetics industry in Korea

The Cosmetics & Beauty Expo, Osong Korea 2026, now in its 13th year, has established itself as the largest cosmetics export promotion expo in Korea, providing practical support to cosmetics manufacturers.

Cosmetics & Beauty Expo, Osong Korea 2026

- **Date:** October 22 (Thu.) ~ 24 (Sat.), 2026
- **Hosted and organized by:** Chungcheongbuk-do, Cheongju City, Osong Bio Promotion Foundation
- **Venue:** Cheongju OSCO
- **Contents:** Industrial Exhibitions, Business Meetings, Sales, Conferences, and more
- **Exhibition Scale:** 10,031 m² of Exhibition Space
- **No. of Participants:** 240 Exhibitors, 500 Buyers

Osong, located at the center of Korea



✓ Easy Access from anywhere in Korea

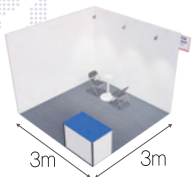
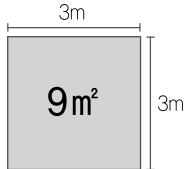
- **25 mins** from Cheongju International Airport by car
- **2 hours** from Incheon Airport to Seoul Station by AREX then to Osong Station
- **10-minute** walk from Osong Station

✓ Osong, Development of a Beauty and Cosmetics Industry Cluster

- Six major national health and medical institutions
- Launched Chungbuk Global Cosmeceutical Center (2017)
- Constructed a global natural material manufacturing hub (2019)
- Developed and operated a specialized cosmetics industrial complex
- Attracted and supported cosmetics packaging companies

Exhibitor Registration

Registration Fee

Booth	Space(3m×3m)	Price(per booth)	Remarks
Standard Booth		USD 1,100 (VAT not included)	1) Space and Built-in booth offered 2) 1KW of electricity free of charge
Space Only		USD 900 (VAT not included)	1) Only booth space offered

Discount Benefits

Category		Discount Amount (USD)	Eligibility
Early Bird Discount		Up to USD 150	1st deadline (by Mar. 31): USD 150 2nd deadline (by May 31): USD 75
Select One	Returning Exhibitor	USD 75	Companies that participated in the 2025 Osong Cosmetics & Beauty Expo
	First-time Exhibitor		Companies participating in the Osong Cosmetics & Beauty Expo for the first time
	Chungbuk-based Company		Companies with business facilities (factory, R&D center, etc.) located in Chungbuk

Overseas Buyer Invitation Program

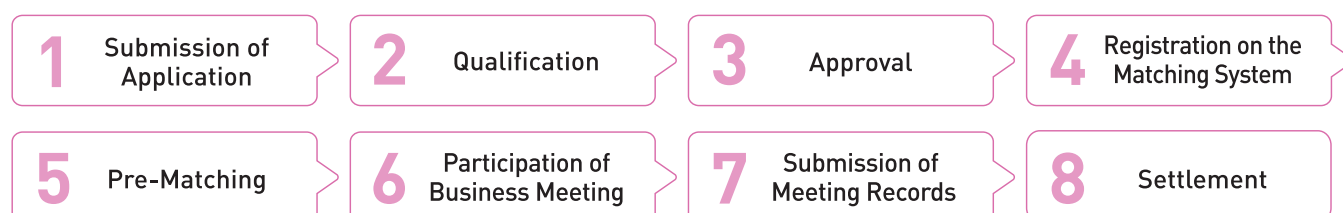
Invitees

- Importers, Distributors and Manufacturers of Cosmetics and Beauty related products
- Buyers able to hold business meetings with exhibitors of the expo

Specific Offerings

- A timetable of pre-matches at the most **7 times** a day
- Within **50%** of round trip airfare (Differs per country)
- Accommodation of **2 nights / 3 days**
- Provided with a dedicated **translator for 1 full day**
- 1 day Buyer **Luncheon**

Procedure



Main Achievements (2025)



231 Exhibitors, **324** Booths



628 Buyers from **54** Countries



16,974 Visitors

Business Meeting Record

No. of Business Meetings



1,617

Amounts of Business Meetings



USD \$227.5 Million

No. of Contracts Confirmed



1,545

Amounts of Contracts Confirmed



USD \$96 Million

No. of Contracts Signed



38

Amounts of Contracts Signed



USD \$25 Million



Items Showcased

Cosmetics

- Fundamental & Functional Cosmetics
- OEM & ODM
- Skin Tone Makeup
- Vegan, Organic & Herbal Cosmetics
- Baby Cosmetics
- Olfactory and Perfume Products
- Cleansers & Soaps
- Oral Care Products
- Women's Care
- Men's Care
- Makeup Tools
- Pet Beauty
- Cosmetics for Aesthetic Salons

Hair

- Hair & Scalp Care Products
- Hairstyling Devices
- Hair Loss Treatment & Care Products
- Hair Salon Devices
- Hairstyling Equipment

Esthetic

- Beauty Devices for Aesthetic Salons
- Eyelashes and Sub-materials
- Semi-permanent Makeup Materials & Devices
- Tattoos

Nail

- Nail Care
- Foot Care
- Nail & Pedi Art
- Nail & Pedi Equipment
- Etc.

Ingredients

- Functional Substances
- Natural Extracts
- Drug Substances
- Clinical Trial Institute

Packaging

- Cosmetics Containers
- Sub-materials
- Packages & Designs
- Beauty Product Packaging Facilities

Manufacture

- Production Equipment
- Research Equipment
- Manufacturing & Management

BEAUTY TECH (Smart Beauty)

- At-home Beauty Devices
- AI Beauty Solutions
- AI Skin & Hair Diagnosis Technologies
- AI Beauty Virtual Reality Technologies
- Beauty Metaverse & Virtual Reality

Inner Beauty

- Health and Nutritional Supplements
- Detox Foods
- Calorie Care Products
- Functional Beverages
- Mental Health
- Sleep & Healing Products

Body

- Products for Body Aesthetics
- Spa Products

Others

- Consulting
- R&D & Clinical Trial Institutes
- Associations & Organizations
- Local Authorities
- Technopark
- Related Services

*“Providing you with
the best business opportunity”*

Osong Bio Promotion Foundation

E. kwakseohye@korea.kr / kwak29@osongbio.kr

T. +82-43-238-0639 / 0640

www.osongbeautyexpo.kr