

# INNOCOS

THE LEADING BEAUTY INNOVATION SUMMIT

# SEOUL

IN COLLABORATION WITH THE  
INTERCHARM BEAUTY EXPO KOREA

COEX SEOUL

OCT. 4-6, 2018

Draft programme

# October 4

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**8:45**      **REGISTRATION AND REFRESHMENTS**

**9:00**      **CHAIRMAN'S OPENING REMARKS**

**9:10**      **SUCCEEDING IN INTERNATIONAL MARKETS**

- a. K-Beauty and/or J-Beauty, what's hot?
- b. Asian brands expanding to overseas markets: Middle East, Africa, Latin America and Eastern Europe
- c. Success through expansion to China

**Speakers invited:** Changyukoo Lee, head of Global Strategy and Paul Kang, CMO, AMOREPACIFIC

**9:40**      **SUCCEEDING IN THE USA**

- a. Capitalising on the K-Beauty trends in the USA.
- b. The growth of ecommerce as a principal revenue stream
- c. Success through expansion to the USA

**Speaker confirmed:** Izzy Finnegan, eCommerce and marketing supply chain, Peach and Lilly

**10:10**      **MORNING REFRESHMENTS**

**10:40**      **BEAUTY RETAIL IN RUSSIA**

- a. Premium segments sales in Russia
- b. Beauty PR
- c. Opportunities for Korean brands in Russia and Eastern European Markets.

**Speaker confirmed:** Marius Matas, Brand Director, Kbeauty Russia.

**11:10**      **FROM PRODUCTS TO BRANDS: INSPIRATIONAL BRAND TRANSFORMATION AND CAMPAIGNS FOR THE KOREAN MARKET**

**Speaker:** Louis Houdart, CEO, Creative Capital

**11:40**      **SUCCEEDING IN ASIAN MARKETS**

- a. The new rules for brands in developing Asia, consumer lifestyles and buying trends
- b. Utilising strategic partnerships / collaborations to expand online presence
- c. Cross border eCommerce models, do's and don't's
- d. Success through expansion to China

**Speaker invited:** Marc Ardisson, Managing Director Asia, Feelunique.com

- 12:10 **NETWORKING LUNCH**
- 13:10 **FREE TIME AT THE EXHIBITION**
- 19:30 **REGISTRATION FOR THE SPEAKERS DINNER**

# October 5

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- 8:45 **REGISTRATION AND REFRESHMENTS**
- 9:00 **CHAIRMAN'S OPENING REMARKS**
- 9:10 **SAFETY, TESTING, AND REGULATORY ENFORCEMENT**
- a. Examining current issues relating to skincare and cosmetic regulation in Asian markets
  - b. Certification to voluntary cosmetic standards
  - c. Labelling and transparency
- Speakers inviting: Cosmax, BioSpectrum
- 9:40 **HEALTH/BEAUTY APPS ACTING AS DIGITAL SHOPPING ASSISTANTS**
- a. Use of biometric data to personalise products recommendations
  - b. The introduction of seasonal/bespoke series with subscriptions
  - c. Demand for customisable beauty leads to growth of indie brands
- Speakers invited: Toun28
- 10:10 **JAPANESE BEAUTY COMEBACKS: SKINCARE AND HAIRCARE TRENDS**
- a. What makes a Japanese product stand out?
  - b. What the highly knowledgeable Japanese consumer are looking when purchasing skincare and haircare products?
- Speaker invited: Jorge Larranaga, Deputy Director – Manufacturing Department, Number Three
- 10:40 **MORNING REFRESHMENTS**

## 11:10 EXPLORING TOP RETAIL TRENDS

Retailers will take advantage of pop-up shops to drive brand exposure, test new products and foster stronger consumer engagement. Showrooms are being embraced as a strategy to create even more meaningful interactions with shoppers, according to the report, which cites Warby Parker and Bonobos as being leaders in the strategy.

With regard to experiential retail, the increased use of interactive elements is due to the fact consumers are increasingly seeking unique and exciting experiences both offline and in brick-and-mortar environments, stated the release. It cites Sak's Fifth Avenue's Wellery salt rooms, cooking classes at Williams-Sonoma, wine tastings at grocery stores and the Nordstrom beauty concept as prime examples of the trend.

a. When, how and where?

i. Can Pop-ups be used to help establish a brand's lifestyle identity?

ii. When Showrooms is the right strategy?

iii. Enhancing retail experience, instore and online.

b. Opportunities and challenges

iv. "try-before-you-buy" ethos with a customized experience

v. Curated selection of a brand's 'best bits'

vi. Builds customer engagement - entices consumers who are interested yet reluctant to commit

c. Demonstrating ROI

vii. Lower cost investment to test new products

viii. Reaching new audiences

**Speakers invited: The Face Shop, Etude House, Soco Glam, Kich,. Olive Young**

## 11:40 START-UPS, INDIE BRANDS AND INCUBATORA

a. How to attract investment and beat the big brands at their own game

b. What are investors looking for in a start-up before they decide to part with their cash?

c. Why and how are the big beauty brands funding and implementing incubation programmes?

d. Specifics of Asian startup arena vs the world

e. What's next? New claims and concepts coming from Korea and other Asian Markets

**More speakers invited: Carver Cosmeitcs, Stylenanda, Nature Republic, Missha, Etude House, It's Skin, Mizon, Tony Moly, Coreana**

## 12:10 EXAMINING THE RAPID GROWTH OF MOBILE AND SOCIAL COMMERCE IN ASIA AND GLOBALLY

a. Is this the end for Influencer superstars?

i. Authenticity called into question and being replaced by micro-influencers with more authority

b. Social media buying habits

i. Challenging conservative distribution and product development models

c. Transforming an established brand to cater to Asia's mobile-first consumer market.

**Speaker invited: Nandini Joshi, VP eCommerce, Marketing and Customer Innovation, Sephora**

**12:40**      **NETWORKING LUNCH AND THE END OF THE CONFERENCE**

**13:30-18:00**      **VISITING KOREAN RETAIL SHOPS OR MANUFACTURES TO LOOK AROUND KOREAN BEAUTY**

*Option 1: Visiting Korean cosmetics shops*

13:30 Gather for departure  
13:40 Head to beauty trendy places  
14:30 Visit plastic surgeons in Seoul  
16:00 Popular cosmetics shops tour with hallyu (Gangnam, Myungdong, etc)  
18:00 Closing at Coex

*Option 2: Visiting Korean cosmetics manufactures*

13:30 Gather for departure  
13:40 Head to cosmetics factory  
15:00 Tour and look around Factory  
16:00 Enjoy catering services and Q&A  
17:00 Head back to Coex  
18:00 Closing at Coes

# October 6

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**9:00**      **FREE TIME AT THE INTERCHARM BEAUTY EXPO KOREA**

## MORE INFORMATION:

### 1. *Why the event charges fees?*

We have labor, rent, operation costs, so we charge fees. Fee includes all conference sessions, lunches, coffee breaks and materials.

### 2. *What make the event different?*

Our sessions provide independent content for viewing the industry. Some competitors, we both invited to share their opinions. Therefore, the information here is objective and independent.

### 3. *What kind of event you will provide?*

The content and environment we have provided, most of our clients admit it is valuable for their business acumen development. The coming event will focus on East Goes West and West Goes East and will be looking at consumer insights, product positioning, distribution and marketing, unique concepts and export strategies.

### 4. *Tell me more about your company?*

In past 10 years, organised international beauty summits in many great locations: Paris, New York, London, Los Angeles, Miami, Florence, Dubai, Lisbon and for the first time we are bringing our summit to Asia, choosing Seoul as a first stop. K'Beauty contibuted a lot to popular Asian trends and Seoul is a must visit for beauty and innovation!

### 5. *Is this a valuable training program for my team?*

Yes. If the topics you will attend are relevant to the scope of your work, we have built a good reputation of conference quality. We review feedbacks of delegates, and the conference content has been updated every year.

### 6. *Who joins your summits?*

Executive Managements, Ecommerce Departments, Marketing & Communication Departments, Business & Commercial Departments, R&D Departments, and etc.

### 7. *Is your conference attracting oversea delegates?*

Yes. We expect delegates from US, Europe, Singapore, Japan, China and more. Their number could reach 15%-20% of total delegates.

### 8. *What are the languages of Speeches?*

English and Korean. The event's Simultaneous translation includes two channels: English and Korean. You could select one channel to listen.

### 9. *Could delegates get PPTs and audio records of the event?*

You will only get the PPTs has speaker's permit, and others will not available to share.

**Sponsorship:** available for speeches (2 slots) and exhibition stands at INNOCOS pavillion.

This Summit contains registration fee, please check the detail information in Registration Link at [www.innocosevents.com](http://www.innocosevents.com)

# THE LEADING BEAUTY INNOVATION SUMMIT

## EAST GOES WEST AND WEST GOES EAST

Whether you are an Asian beauty brand looking for expansion in international or other Asian markets, or you are an international brand looking to present your brand to distributors and retailers

in Korea, INNOCOS summit at InterCHARM Beauty Expo Korea is for you!  
The summit agenda is in production and will be covering consumer the beauty innovation areas such as consumer insights and product positioning, distribution and marketing, unique concepts and export strategies.