

Attachment

2018 One Asia Cosmetics & Beauty Forum

**Thu. 12 July. 2018
Bangkok, Thailand**

1**Program Summary**

- **Name:** 2018 One Asia Cosmetics & Beauty Forum
- **Date:** 12th July, 2018 (Thursday)
- **Venue:** BITEC 2F, Bangkok Thailand

- ◇ Venue: BITEC (Bangkok International Trade & Exhibition Centre)
- ◇ Address: 88 Bangna-Trad Road, Bangna Tai, Bangna, Bangkok 10260, Thailand
- ◇ Homepage: <http://www.bitec.co.th/default-en.html>
- ※ Travel takes about 50mins by car (28km) from Suvarnabhumi Airport

- **Host:** Ministry of Food and Drug Safety (MFDS), Korea
- **Organizer:** Korea Cosmetic Association (KCA),
Korea Trade-Investment Promotion Agency (KOTRA)
- **Media Partner:** MBN
- **Scale:** 50 overseas buyers, (Korea), 100 cosmetic companies
- **Contents:**
 - ◇ **Seminar**
 - Registration fee: Free
 - Thai - Korean simultaneous interpretation
 - ◇ **K-Beauty Exhibition**
 - Venue: BITEC 2F
 - ◇ **Buyers Meeting**

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Program

Time	Detail
13:30~14:00 (30')	Registration
14:00~14:05 (05')	Opening remarks <i>Ministry of Food and Drug Safety</i>
14:05~14:25 (20')	Welcome remarks
14:25~14:45 (20')	(Topic 1) Cosmetics import procedures and safety management in Thailand <i>Mrs. Parinda Techasirinukul, THAI FDA</i>
14:45~15:15 (30')	(Topic 2) Economic trends & consumer characteristics in Thailand <i>Jun, Choon-Woo, Director General, KOTRA BANGKOK</i>
15:15~15:30 (15')	Coffee Break
15:30~16:00 (30')	(Topic 3) Beauty Trend in Thailand: K-Beauty's Potential and Challenges <i>Lisa Hong, Beauty & Fashion Research Analyst, Euromonitor International</i>
15:40~16:20 (40')	(Topic 4) AMOREPACIFIC's success story : Market penetration in the Thailand <i>Choi, Woong, Managing Director, AMOREPACIFIC(Thailand)LTD</i>
16:20~16:40 (20')	(Topic 5) Safety management of cosmetic products in Korea <i>TBD, Ministry of Food and Drug Safety</i>
16:40~17:40 (60')	(Topic 6-1) Thai distribution channel strategy focusing on home-shopping <i>Chang, Kyuhoon, Chief operating officer, True GS company limited</i>
	(Topic 6-2) Thai distribution channel strategy focusing on specialty stores <i>Mr. Pornchai Bangchomphoo, Dear Dee Trading</i>
17:40~18:00 (20')	Coffee Break
18:00~19:30 (90')	Networking dinner

- * Thai - Korean simultaneous interpretation
- * This schedule is subject to change

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Information

- Method of Registration
 - Please visit the following **website** and fill out the Registration Form:
 - <https://goo.gl/forms/fm8FP288oizEEkKI2>
 - Or send information (name, nationality, company, department, position, contact, phone number, and Email) to Korea Cosmetic Association by email before 11th June, 2018 (Monday).
 - Tel: +82-70-5057-4019
 - Email: jmhan@kcia.or.kr

- On-site Registration
 - Please register in advance by sending the completed registration form to the Korea Cosmetic Association. You may not be allowed to enter the event without pre-registration.

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2017 One Asia Cosmetics & Beauty Forum

Watch the video of last year's event:

<https://www.youtube.com/watch?v=kxuEWU4dEQk>





