

KOREA-CROATIA BUSINESS FORUM 2018

19 SEPTEMBER 2018, HOTEL ESPLANADE, ZAGREB

“The Rising Popularity Korean Cosmetics and Opportunities”

- 09:00-09:30 **Registration**
- 09:30-09:45 **Welcoming Remarks**
- Mr. Zoran Horvat, President of the Croatian-Korean Business Club
 - H.E. Mr. Park Won-sup, Ambassador of the Republic of Korea to the Republic of Croatia
 - Ms. Majda Burić, State Secretary, Ministry of Labour and Pension System
 - Ms. Vera Katalinić-Janković, Assistant Minister, Ministry of Health
- 09:45-11:25 **Presentation Session 1**
- **Croatian Cosmetics Market Trends and Prospects** (Orbico Group activities in Cosmetic Sector in Croatia & EU), *Ms. Marina Lozar, Orbico Beauty Division, ORBICO GRUPA d.o.o.*
 - **Korean Cosmetics Market Trends and Prospects**, *Foundation of Korea Cosmetic Industry Institute (TBC)*
 - **Current Status of Korean Cosmetics in the European Market and Opportunities in Croatia**, *House boutique(TBC)*
 - **Presentation of Success Stories - Cases of cosmetics trade between Korea and Croatia**
 - Croatian cosmetics in the Korean market and its popularity, *Mrs. Zdravka Lovrić, Managing Director - HERBA LABORATORIJ d.o.o. (Phyto Cream)*
 - How to enter Croatian Market of Cosmetics – Distribution network & Korean cosmetics on the Croatian Market ('SERAZENA, Potential to Scale'), *Mrs. Željka Suvajac, Head of Cosmetics Department - ATLANTIC GRUPA d.d.*
- 11:25-12:10 **Presentation Session 2**
- **Korean Company Introductions**, *Korean Companies(TBC)*
- 12:10-12:35 **Presentation Session 3**
- **Korean Cosmetic Makeup Show**, *Korean Companies(TBC)*
- 12:35-13:30 *Coffee Break*
- 13:30-17:00 **1-on-1 Business Meeting**

** The details of the program are subject to change.*

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