

INNOCOS

THE LEADING BEAUTY INNOVATION SUMMIT

SEOUL

IN COLLABORATION WITH THE
INTERCHARM BEAUTY EXPO KOREA

COEX SEOUL

OCT. 4-6, 2018

Draft programme

SPEAKERS AT INNOCOS 2018, SEOUL

Jennifer (Jeehye) Rho,
VP Group Strategy
Division



AMOREPACIFIC
CORPORATION

Izzy Finnegan,
eCommerce and
Marketing Supply Chain



PEACH & LILY

Marius Matas,
Brand Director



K-BEAUTY
RUSSIA

Louis Houdart,
CEO



Creative Capital

Lisa Hong,
Research Analyst,
Beauty and Fashion



AAA
EUROMONITOR
INTERNATIONAL

Marc Ardisson,
Managing Director Asia



FEELUNIQUE

Robyn Clifford,
Product Director



Conor Riley,
CEO



LUXIE

Leena Sukumar,
SVP, Marketing and
Product



mySkin

Junsoo Park,
CEO

톤28

Alvert Chan,
Head of Hong Kong
office

CORESIGHT
RESEARCH

October 4

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

Opening Keynote: Jennifer (Jeehye) Rho, VP Group Strategy Division, 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 Lily

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 **K- BEAUTY : BRINGING THE TREND FROM GANGNAM TO MAIN STREET**

In this presentation Robyn will share with you her journey and experiences, from her very first visit to Seoul in 2014 through to the global success with award winning Oh K!

- a. Interpretation of the complex K-Beauty skincare regime to make it palatable for the millennial Western consumer.
- b. The adoption of K-Beauty first in the Fashion channel, followed by the traditional Beauty retailers.
- c. Customer and Product Segmentation leading to multi K-beauty brand development to target different consumer demographics.

Speaker: Robyn Clifford, Product Director, Oh K! LONDON

11:40 DO'S AND DON'T FOR CROSS BORDER BUSINESS BASED ON FEELUNIQUE 3 YEARS EXPERIENCE

- a. Key elements of Cross Border business
- b. 3 Do: platform, partner, pricing
- c. 3 Don't: discount, poor logistic, team outside of china

Keynote: 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

8:45 REGISTRATION AND REFRESHMENTS

9:00 CHAIRMAN'S OPENING REMARKS

9:10 BEAUTY INDUSTRY IN GLOBAL REGION: K-BEAUTY FROM ASIA TO THE WORLD

Explore dynamic beauty industry in global region to discuss current stance of the market.

While securing its position in Asia Pacific, K-Beauty is expanding its territory outside Asia. Euromonitor International will uncover key insights into how K-Beauty is attracting consumers, as well as explore into K-Beauty's potential and weakness in global expansion.

Opening keynote: Lisa Hong, Research Analyst, Beauty and Fashion, Euromonitor International

9:40 PARADIGM CHANGE IN COSMETIC INDUSTRY

- 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

Speaker: Junsoo Park, CEO, Toun28

10:10 PERSONALIZATION OF SKINCARE BASED ON SCIENTIFIC MEASUREMENTS OF SKIN

Everyone's skin as unique as the individual. There is a constantly changing and evolving landscape around skincare and beauty. Matching the right product at the right time for the right duration to meet the key needs is the challenge for consumers. Consumer preferences as well as behaviors often guide product choices. Bridging this empirical evidence into more science-based evidence and technology driven choices provides a paradigm shift in personalized skin care. Millennials, unsurprisingly, show increasing engagement with the digital environment. While the social environment and peer opinions are key for driving purchase decisions in skincare, what's equally important is the use and potential of digital tools which greatly enhance the knowledge of unique skin types as well sophisticated methodologies which allow for super-personalization of skincare and beauty rather than a 'one-size fits all' philosophy. This presentation will discuss the innovative implications of tech in skincare and how they are changing the skincare space, especially in the context of Asia-Pacific.

Speaker: Leena Sukumar, SVP, Marketing and Product at mySkin Inc.

10:40 MORNING REFRESHMENTS

11:10 FROM PRODUCTS TO BRANDS, HOW ASIAN BEAUTY CONTINUES TO INNOVATE.

During this presentation we will share and discuss inspirational brand transformation and campaigns for the Korean Market

- 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: Louis Houdart, CEO, Creative Capital

11:40 KEYS TO CREATING AND UNDERSTANDING ENTERPRISE VALUE IN THE COSMETICS SPACE

Speaker: Conor Riley, CEO, Luxie Beauty

12:10 **EXPLORING TOP RETAIL TRENDS**

Speaker invited: Alvert Chan, Head of Hong Kong office, Coresight Research.

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

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

13:00 Meet up for departure (meeting point at COEX Seoul will be announced)
13:30 Head to Gyeongbokgung Palace/ National Folk Museum of Korea
14:10 Tour and look around Gyeongbokgung Palace/ National Folk Museum of Korea
15:40 Head to Myeongdong
16:00 Tour and look around Myeongdong
17:00 Come back to COEX Seoul and heading for the speakers dinner

October 6

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

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.