Cultural Events

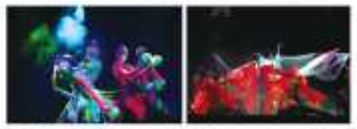
Cultural Events

Subject Performances

Osong Carnival (Running time : 40 minutes)

5. 3(Fri) ~ 5. 26(Sun)

Weekdays 13:00~13:40 Weekends 11:00~11:40 / 13:00~13:40 (twice a day)



"Osong Carnival", magnificent beauty performance by the best Korean performers in collaboration with world best directors of 'world baby painting'

Executive Producer – the president of world body painting association, Alexander Stavrakogi

The ultimate value of whole beauty & life!

Everyone has desire to be beautiful, and we call this 'Beauty DNA'

Story : that new type of people, Beautizen, who express natural beauty of life

Is 'Beauty DNA' will be performed with fantastic body-painting performance and parade.

We invite you to the new world of beauty.

Permanent Event

Beauty theme permanent performance

5. 4(Sat) ~ 5. 25(Sat) 11:00~18:00

Participatory performances to communicate with visitors via beauty

There will be various exciting culture events during the expo.

Performance Program : A beauty Show / Beauty Bubble Bubble / Beauty Magic Show / World's traditional performances, etc.

A beauty class

5. 4(Sat) ~ 5. 25(Sat) 12:00~12:40

Except for 5.6, 5.16, Total 20 classes / 5.4 (10:00~18:40)

The secret of the beauty can be learned in Everyday life

There will be classes which you can learn interesting stories about beauty and practical ideas from experts on each subject.

Courses : baby-face makeup / smile makeup / nail care methods / stories about cosmetics are Beauty etc.

Surprise events that can satisfy your five senses

Special day event

This is a special and meaningful event in May the month for the families, turning a special day during the fair in Osong

5.5	(Sun)	Children's day	Bestirkisashi
5.8	(Wed)	Parent's day	Love letter holder & KBS Korean Traditional Music Orchestra
5.15	(Wed)	Teacher's day	Letter holder of appreciation
5.20	(Mon)	Coming-of-age day	Culture talk concert (free admission for those who were born in 1993)
5.21	(Tue)	Happy couple's day	Letter holder of happiness (free admission for those couples, wearing couple shirts)

Special Event

A baby-face and unique-beauty contest

5. 6(Mon) 14:00~15:50

A beauty contest to compete healthy beauty with various kinds of unique beauty

An event that offers the opportunity to refresh new perspective on beauty

Competing area : The most baby face / I'm the best for this / Men in skin

Korean Wave Star's Signing event

Place : Permanent stage in front of the Beauty Industry Pavilion / The schedules are subject to change.

5.3	(Fri)	14:00~14:30	Honorary Ambassador Kang Ji Hwan, Park Eun Hye
5.4	(Sat)	14:00~	LG Household & Health care 'Soolyeo Hae' Moon Chae Won
5.11	(Sat)		Sa Im Dang cosmetics, Kim Sa Eun
5.12	(Sun)	14:00~	LG life health 'Isa Knox' Han Ga In

KBS Music Bank

5.10 (Fri) 18:10~19:40 KBS Music Bank live broadcast (Parking Lot # B)

Geum Nan Sae's Beauty Concert

5. 22(Wed) 17:00~18:30

Beauty Concert by Celebrity Hairstylist, with explanations of Geum Nan Sae

Weekend Event

Rock festival

5.4	(Sat)	18:30~19:50	Bootwal, Crying Nut, SPEAKOUT
5.17	(Fri)	18:30~19:50	Sinawe, Jang Kiha and the Faces, AKE
5.18	(Sat)	18:30~19:50	No Brain, Deli spice, Pe

Jazz festival

5.11	(Sat)	18:30~19:50	Woongsan band, Jeonsiseok band, Hi Singer
5.25	(Sat)	18:30~19:50	Jazzpat(Rejuvel, Park Jooyeon band, Lo Ma Bonita

City and County day

5. 4(Sat) – 5. 24(Fri)

Various cultural events by cities and counties in Chungbuk

Running for one or two days

Participated cities/Counties : Cheongju | Chungju | Jecheon | Cheongwon | Boeun | Okcheon | Yeongdong | Jeungpyeong | Jincheon | Goesan | Eumseong | Danyang

Recommended visit course

- **Course for family**
  World beauty pavilion ▸ Beauty Innovation Pavilion ▸ Korea culture pavilion ▸ Beauty Experience Pavilion ▸ Flower garden outside of the fair area
- **Course for Couples**
  World Dolls Pavilion ▸ Main stage ▸ Cosmetics Market ▸ Flower garden outside of the fair area
- **Course for friends**
  Cosmetics Market ▸ Main stage ▸ Beauty Color experience Zone ▸ Beauty Innovation Pavilion ▸ World Beauty Pavilion
- **Course for students**
  World beauty pavilion ▸ World Dolls Pavilion ▸ Beauty Industry Pavilion ▸ Cosmetic Industry Pavilion

Location of key facilities

1. Ticket Office
2. Entry management office
3. Site Registration
4. Information Center
5. Pet Care Center
6. Police Substation
7. Fire & Rescue station
8. Clinic · first aid
9. Storage Service / Lost&Found
10. Stroller & Wheelchair Rental
11. Clinic
12. Nursing room
13. Information Center
14. Missing Children's Center
15. Internet & Mobile Phone Charging Station
16. Seniors & Disabled Center
17. Beauty color experience zone - Face painting / Nail art / Tattoo
18. Cosmetics for Children
19. Experience Zone (Fees may apply)
20. Hands-on Bio-Beauty Science Class (Fees may apply)

Pictogram sign

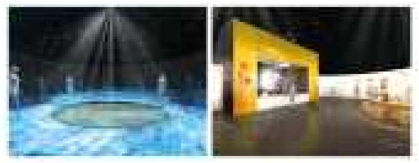
- Area for Shuttle-bus
- Smoking room
- Rest area
- ATM
- Restroom
- Disabled-Only Bathroom
- Souvenir Shop
- Media electric display
- Fast food
- Beauty Food
- Food court
- Cafeteria
- Convenience Store

Theme Exhibition

World Beauty Pavilion [admission time : about 20 minutes]

Introduce History of beauty, origin of K-beauty and its superiority

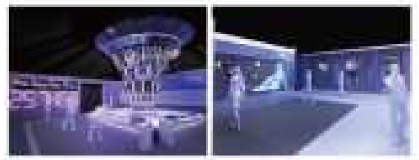
In 5 zones, we introduce you about the superiority of K-beauty and value of beauty by ages, locations. You can watch Hwang Jini's beautiful figure in three-dimensional hologram image, and find K-beauty in Korean history of beauty and cosmetic culture. K-Beauty proudly toward the world.



Bio Innovation Pavilion [admission time : about 20 minutes]

Science and Technology for beauty

Introduce technologies and sciences to control aging and maintain young skin in 6 zones. You can see Skin care tower which can measure your skin situation, cosmetic elements that offer skincare solution and ideas about 2030 future beauty.

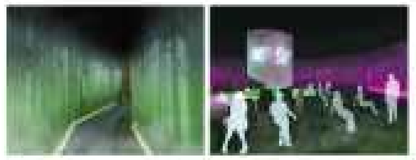


Experience Exhibition

Beauty Therapy Pavilion [admission time : about 10 minutes]

Experience beauty by controlling body and mind

Skin & Scalp Test with counseling by experts.
You can experience healing therapy to control your inner stress with the effects of phytoncide, oxygen in pine forest, music, Massage, bright & darkness and water.



Beauty Experience Pavilion [admission time : about 10~15 minutes]

Experience your beauty by make-over from head to toe.

Skin & Scalp Test with counseling by experts. You can also experience makeup, nail art, tattoo, and hair style change. There is also a children occupation experience zone for cosmetic (perfumed researcher, makeup artist and hair designer etc.

Expert Beauty Experience Zone	Diagnosis Shop • Beauty Color Shop • Hair Shop • Hand Shop • Foot Care Shop • Makeup Shop
Children Occupation Experience Zone	To experience as a Perfumer, Hair Designer, Makeup Artist
Beauty color experience zone	To experience Tattoo, Nail Art, Face Painting

Special Exhibition

Korea Culture Pavilion [admission time : about 15 minutes]

Introduce the beauty of Korea which has sustains 5000 years and the Korean Wave

We can find the spiritual of our ancestral legacies.
At the same time, we can enjoy an exhibition of our fancy K-drama, K-pop and K-star which overwhelm people in the world. Especially, Photo exhibition <Beautiful people, and...> with photographer Jo Seon Hee, you can see touching pictures of Korean stars (Hyeon Bin, Shin Min Ah, Lee Byeong Heon, Jang Keun Seok, Jeon Ji Hyeon, etc.... about 30 people)

World Dolls Pavilion [admission time : about 10 minutes]

Exhibit 600 pieces of world traditional dolls from 90 countries

Enable you to realize the world traditional beauty culture like traditional costumes and customs through dolls. Former head of Jeungpyung culture institute, Song Ki Min donated his dolls that he collected by traveling abroad.
18 ball joint dolls of the representative beauty of the world being reproduced to welcome in visitors

Industry Exhibition

Cosmetic Industry Pavilion

As a business specialty pavilion of home & abroad of major and small & medium Cosmetics enterprises , it is a place to complete the business between buyers of the world and exhibitors.

Program
Buyer counseling / Site event
Plastic surgery and beauty counseling / Offering sample / Korean star fan sign event and so on

Beauty Industry Pavilion

To meet various cosmetic and beauty service products on nail, hair, makeup etc. at sites one.

※ Service for site sale

Program
Buyer counseling / Recruit solutions booth
Various premieres and experience events (skin care, nail art, make up and so on)

Cosmetics Market

Enable to compare & test various cosmetic brands products and purchase in a reasonable prices

Cosmetics Market Exhibition
Nexpam / Thesam / The face shop
Lifeingother / Beauto / Misson / Beautycredit / Skinfood / Innisfree / Etude house
Adidas / Vanesstick / Tonymoly

2013 Seoul international cosmetic beauty industry fair (COSMOBEAUTY SEOUL) combined host

Ticket Information

Kind	Target	Standard Fee	Range
Normal	adult	11,000won	age in full 19~64
	adolescent	8,000won	age in full 13~18
	children	5,000won	age in full 4~12
Group Discount	adult	9,000won	Residents over 20 people Foreigners over 5 people
	adolescent	7,000won	
	children	4,000won	
Discount	adult	6,000won	Disabled person A soldier on service
	adolescent	4,000won	
	children	2,000won	
Free	-		Men of national merit, Disabled person Disabled veteran, guide for group Director of group tourist Accompanied by parents Recipient of national basic livelihood guarantees Over age in full 65 year old

※ no refund for entry ticket
※ Special offer for tick owners (2013.5.3 ~ 5.26 fair period)

Support and Sponsorship

Formal support enterprise

Support

Sponsorship

www.osongbeautyexpo.kr

Event Schedule [Place : Main Stage]

※ The performance schedule and programs are subject to change.

5.3	5.4	5.5 Children's day	5.6	5.7	5.8 Parent's day	5.9	5.10
08:00~09:00 Opening Ceremony 13:00~13:40 Osong Carnival 14:00~15:00 Honorary Ambassador Fan sign Event 15:00~17:30 Opening Ceremony	11:00~12:00 Urban performance 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~15:00 Beauty Bubble Bubble 15:00~16:00 Local Residents' Day (Cheongwon) 16:00~16:30 K-Beauty Show 16:30~17:00 Martial Arts performance 18:00~19:00 Rock Festival	11:00~12:00 Urban performance 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~15:00 [illegible] 15:00~15:30 K-Beauty Show 16:00~17:00 Local Residents' Day 17:30~18:00 Martial Arts performance 19:30~19:30 Pyeongyang traditional art group	11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~15:00 [illegible] 16:30~17:30 Local Residents' Day 17:30~18:00 K-Beauty Show	11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Magic Sing Sing 15:00~16:00 Local Residents' Day 16:00~16:30 K-Beauty Show	13:00~13:40 Osong Carnival 14:00~15:00 Music Orchestra 16:00~16:40 Beauty Lecture 17:00~17:30 World Traditional Performance	11:00~11:30 Beauty Magic Show 12:00~12:40 Healing Concert 13:00~13:40 Osong Carnival 17:00~18:00 Local Residents' Day	13:00~13:40 Osong Carnival 14:00~14:30 [illegible] performance 15:00~15:30 Beauty Bubble Bubble 16:00~16:30 K-Beauty Show 18:00~20:00 [illegible]

5.11	5.12	5.13	5.14	5.15 Teacher's day	5.16	5.17 Buddha's day	5.18
11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Beauty Bubble Bubble 15:00~16:00 Local Residents' Day 16:00~16:30 K-Beauty Show 16:30~17:00 Martial Arts performance 18:00~19:00 Jazz festival	11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~15:00 [illegible] 15:00~15:30 [illegible] concert 16:00~16:30 K-Beauty Show 16:30~17:00 Martial Arts performance 17:00~18:00 Pyeongyang traditional art group	11:00~12:00 Art group selected by district 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Martial Arts 15:00~16:00 Local Residents' Day 16:00~16:30 K-Beauty Show	12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Magic Sing Sing 15:00~16:00 Art group selected by district 16:00~16:30 K-Beauty Show	12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 [illegible] performance 15:00~16:00 Local Residents' Day 16:00~17:00 [illegible] 17:00~17:30 K-Beauty Show	12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Beauty Magic Show 15:00~16:00 Local Residents' Day 16:00~16:30 K-Beauty Show	11:00~12:00 [illegible] 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 World Traditional Performance 15:00~16:00 Local Residents' Day 16:00~16:30 K-Beauty Show 18:00~19:00 [illegible] Festival	11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Beauty Bubble Bubble 15:00~15:30 K-Beauty Show 15:30~16:00 Martial Arts performance 18:00~19:00 [illegible]

5.19	5.20 Adult's day	5.21 Couple's day	5.22	5.23	5.24	5.25	5.26
11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~15:00 [illegible] 15:00~16:00 Art group selected by district 16:00~16:30 K-Beauty Show 16:30~17:00 Martial Arts performance 17:30~18:30 Pyeongyang traditional art group	12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Martial Arts 15:00~15:30 Beauty Bubble Bubble 17:00~18:00 [illegible]	12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Magic Sing Sing 15:00~16:00 Local Residents' Day 16:00~16:30 K-Beauty Show	11:00~12:00 [illegible] performance 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 17:00~18:00 [illegible]	11:00~12:00 Art group selected by district 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Beauty Magic Show 15:00~16:00 Local Residents' Day 16:00~17:00 K-Beauty Show	11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 World Traditional Performance 15:00~16:00 Art group selected by district 16:00~16:30 K-Beauty Show	11:00~11:40 Osong Carnival 12:00~12:40 Beauty Lecture 13:00~13:40 Osong Carnival 14:00~14:30 Beauty Bubble Bubble 15:00~15:30 [illegible] concert 16:00~16:30 K-Beauty Show 16:30~17:00 Martial Arts performance 18:00~19:00 Jazz festival	13:00~13:40 Osong Carnival 17:00~19:00 Closing ceremony K-POP performance

※ Please ask 2013 Osong Cosmetic Beauty Expo (Call Center 043-249-4780~5) if you have any questions about this fair.

Competition / Conference

Contest

During 24 days, industry employees and students' beauty competition will be held. About 48,000 industry employees and related people and students will participate and they hold contest about hair, makeup, nail art, skin care, classes and events.

• Competition Schedule

5.3 ~ 6	The 31st Osong international human cosmetic & health olympiad
5.10 ~ 12	Beauty Therapy Competition 2013 CIDESCO Korea Section
5.15 ~ 16	2013 Mr. & Ms. Korea
5.18	2013 MUHAN DOSEON Make up Contest
5.19 ~ 22	Beauty Contest, Beauty Show & Hair Show
5.25 ~ 26	KASA 2013 Beauty Competition

International & Domestic Conferences

Cosmetics industry experts from all over the world will gather to share the up-to-date information of the industry and to propose its vision and policy challenges. During the fair, 16 symposiums will be held to predict the future of the Beauty and Cosmetics Industry, including the International cosmetic trend symposium, the ISO/TC217 working group conference, the Korea Cosmetics Global Standardization Seminar, the Asia Cosmetic Regulator Forum.

• International conference

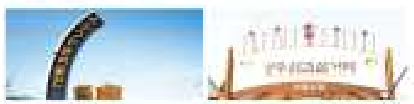
5.3	International Conference on Cosmetics Market and Regulation
5.10	International organic cosmetic conference 2013
5.13 ~ 16	The 3rd MEETING of ISO/TC 217 "Cosmetics"
5.13	Forum for Asian Cosmetics Regulatory Authorities
5.14	Seminar on the Standardization in Cosmetic Industry
5.21	Asia Cosmetic Development Record Trends in Cosmetic Technology and Regulation
5.26 ~ 25	Beautiful Body and Healthy Life: The Construction of Femininity in the Age of Globalization and Technological Intervention

• Domestic conference

5.2 ~ 6	International Beauty & Health Seminar
5.11	2013 International Conference and Invited International Exhibition on The Korean Society of Beauty and Arts Spring and International Invitation
5.11	The 2013 Yearly Korea Central Dental Technician Academic Conference of Samsul Exhibition
5.13	TOGETHER CHUNGBUK WIN-WIN GROWTH SYMPOSIUM 2013
5.14	2013 KCSE Spring Annual Symposium
5.18	The 69th Anniversary of The Korean Society of Cosmetology
5.23	Beauty Coordination and Cosmetic Ingredients Industry
5.25	Seminar about Biotouristic surgery's path into world market and beauty content's global activation method
5.28	Korea Industry-academy academic spring symposium

Tourist Information

▲ Cheongnamdae
▲ Sangdang Herb land



▲ Early printing museum
• Can see Korean printing technology development and experience metal type print
▲ Cheongju west gate market pork belly street

▲ Suamgol
• Gorgeous mural village with pretty paintings.
▲ Moonui cultural area
• History education field in rural environment

Tour Information (charged · reservation only)

Travel course	Main course	departure	management
Feeling Korea Osong cosmetic beauty world fair trip	Osong fair Sangdang herb land Cheongnamdae	Every Tue, Fri, Sat, Sun (Seoul)	[illegible]
Osong cosmetic beauty world fair day trip	Osong fair Sangdang herb land	Every day (Seoul)	[illegible]
Osong cosmetic beauty world fair Cheongnamdae, Moonui culture institute happy trip	Osong fair Cheongnamdae Moonui culture institute	Every Sat, Sun (Seoul)	[illegible]
Osong cosmetic beauty world fair Korail regular train trip	Osong fair	Every day Every train station in Korea	Korail (Korean Railroad Corporation)
Hands on Bio Beauty Science Class Student's group trip	Osong fair	Every day (School)	Hands on Bio Beauty Science Class

Transportation

Using Car

Seoul Incheon: Gyeongbu Expressway → South Cheonan IC → Route1 national highway → Jochiwon → Fair area(Osong)
Seoul Gangwon: Jungbu Ex. → Ochang IC → Oksan → Fair area(Osong)
Daegu Busan: Gyeongbu Ex. → Cheongju IC → Sejong si way → Fair area(Osong)
Gwangju Honam: Honam Ex. → Yuseong IC → South Sejong IC → Sejong si → Fair area(Osong)

Using navigation

Using KTX, Normal train

KTX: Seoul Station → Osong Station : 45 min
Busan Station → Osong Station : 115 min
Normal train: Seoul Station → Jochiwon Station : 90 min
Osong St. : (043)231-4542 / Jochiwon St. : (044)867-3493
Korail : 1544-7788 (www.korail.com)

Using Intercity bus

Cheongju intercity bus terminal
South Seoul terminal (Seocho dong) : 1hour 50min

By airplane

Using Cheongju International Airport (International, Domestic flight)
Korea Airports Corporation Cheongju branch 043)210-6312
(www.airport.co.kr/mbs/cheongju/)

Shuttle bus for fair

(Weekday : 08:30~20:00 Weekend : 08:00~21:00)
the outside shuttle (no charge)

Cheongju Ramada hotel → Cheongju North terminal → Cheongju Hyundai department store → Fair area
Cheongju gym → Cheongju intercity bus terminal → Fair area
Jochiwon station → Jochiwon public management bus terminal → Osong station → Fair area

Inside shuttle (free of charge)
Parking Lot #A → Parking Lot #C

[Basic order, no thinking, acting.]