# **K-Beauty, K-Pop & K-Tech comes together this month in Dubai!**

### UAE has the largest South Korean population in the Arab World.

Similar to how Dubai transformed itself from ‘Dusty Village’ to ‘Global City’, South Korea is a country which transformed its economy from one of the poorest to one of the richest in the world, all in the same generation. Known as the ‘World’s Top Innovator’ South Korea has developed world-famous brands such as Samsung, Hyundai, LG, Posco, Kia and more.

Featuring over 100 brands from South Korea, Gfair Korea 2019 - Korea Sourcing Fair in Dubai, organized by the Gyeonggi Provincial Government in South Korea, announces its third edition in Dubai on 24-25 September at Crowne Plaza Dubai - Deira.

The exhibition this year not only features K-Beauty, Cosmetics & Wellness, K-Technology & Electronics, K-Home & Consumer Products but also promotes the recently trending K-Pop culture; the Korean Wave; through live performances from girl group Flashe and singer Eunki Hong and no charges to witness the same.

From essences to rich balms to sheet masks, K-Beauty and K-Skincare products have become fan-favourites in the Middle East. It all started with BB cream, then CC cream, and then suddenly the need for Korean beauty products ballooned. It’s no secret why; as innovative as these products are, they’re also very effective and feature natural ingredients we’d never think to slather onto our skin - bee venom and snail cream to name a few. Among the Korean cosmetics that are highly demanded in the region is mainly the traditional ones such as sea cucumber, essence of white and brown rice, sea weed and starfish.

“There has easily been a 300 percent rise in the demand for Korean products including electronics and appliances, beauty and home products in the UAE over the past 5 years, and the Korean culture is steadily gaining popularity in the entire world. It is not surprising after observing the hard efforts and research they put into creating products that makes life convenient” said Mr Janesh Nair, Director, Gyeonggi Business Center, organizer of the exhibition.

“Also, cost wise, Korean products are sold at prices 50% lower than competitors from American and European brands, still maintaining high quality and this makes it quite affordable to all income groups” he added.

The past 2 editions of the exhibition witnessed a tremendous response from both B2B and B2C sectors, with visitors who were awed by the quality, variety and innovation in products ranging from Korean aromatherapy showers to Korean automation.

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