

K-Beauty GLOW WEEK Comes to Brazil, Bringing Korean Beauty Brands to São Paulo

The Ministry of SMEs and Startups (MSS) opened K-Beauty GLOW WEEK in Brazil in São Paulo, the country's economic hub, on July 28 (local time), to help Korean beauty brands enter the Brazilian market.

The event is the latest in a global series helping K-brands expand overseas, following editions in Shanghai in January, Hanoi in April, and Rome in June. Twenty-one of Korea's leading beauty companies took part.

Held over two days at the Grand Hyatt São Paulo, the event gave each participating brand its own space to display products and let visitors try them. To reach shoppers who couldn't be there, prominent local influencers were invited to showcase each product and share their own impressions across social media.

The event also drew major buyers with distribution networks across Brazil and the wider Latin American region – including Natura, Brazil's largest cosmetics manufacturer and distributor and the market leader in Latin America; RD Saúde (Raia Drogasil), which operates thousands of stores nationwide; and Mercado Livre, the largest e-commerce platform in Brazil and across South America. They came to look over the products on display and talk with the participating companies about getting Korean products to local shoppers through their networks.

Alongside the in-person event, MSS is running an online sale with Shopee, one of Latin America's leading e-commerce platforms. Running through the end of next month, it offers around 2,000 popular products at up to 30 percent off.

"Brazil is one of the largest beauty markets not just in Latin America but in the world. Korean companies have yet to build much of a presence there, but the potential is significant – interest in and demand for K-beauty are climbing alongside the recent K-culture boom," said Shim Jae-Yoon, Director General for Global Growth Policy at MSS. "We will pursue a range of policy measures to help the excitement around K-beauty reach across Brazil and the rest of Latin America."

For more news and updates on Korea's SME and startup policies, follow the Ministry's official **LinkedIn** page:

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