

Gyeongju and Jeju to Become K-Beauty Export Hubs

Gyeongju in North Gyeongsang Province and Jeju have been selected for the 2026 K-Beauty Export Hub Program, the Ministry of SMEs and Startups (MSS) announced today.

The program combines central and local government support for K-beauty with private-sector infrastructure and expertise. The aim is to turn places that already draw large numbers of foreign visitors into bases for Korean cosmetics to reach global markets. It is one of the 15 Hyper-Innovation Economy Projects, a government effort to build a commanding lead in industries expected to drive future growth.

Both locations attract foreign visitors year-round, drawing on Korea's cultural heritage and natural landscapes, and both are well placed to show the world what K-beauty can do. They also hold the natural resources that go into distinctive, high-quality K-beauty products, along with research and production facilities and the space and infrastructure for promotion and marketing – a combination that made them the strongest candidates to lead K-beauty's global expansion from a domestic, inbound base.

Ministries, local governments, and partner agencies will provide facilities, specialists, and funding for product development and production, for promotion and marketing tied to Korean Wave events and local festivals, and for business consultations with buyers and investors. Companies will also receive information and support on the certification, customs, and logistics challenges they face when exporting.

"Letting foreign visitors experience Korea's best products firsthand while they are here, and getting them familiar with those products, is a key part of taking K-beauty global," said Shim Jae-Yoon, Director General for Global Growth Policy at MSS.

"We will work with partner organizations to expand policy support, so that these export hubs help diversify how K-beauty reaches global markets and, beyond that, bring more life to the surrounding commercial districts."

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