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Vietnamese Small Business Popup Store Event Concludes Amidst Warm Enthusiasm

From August 28 to September 3, a total of 22,000 visitors attended the small business popup store in Hanoi, Vietnam

Digital nail art, makeup show experiences, and a variety of products showcased... confirming the status of K-Beauty

The Ministry of SMEs and Startups (MSS, Minister OH Youngju) announced that a popup store for small businesses held in Vietnam successfully concluded with 22,000 local visitors over the span of seven days.

The popup store event for small businesses, held from August 28 (Wednesday) to September 3 (Tuesday) at the Atrium on the first floor of Lotte Mall in Hanoi, showcased a total of 40 small business products in categories such as beauty, food, and household items, allowing visitors to experience and sample the offerings. Sales were conducted through online shopping platforms that promote entry into the Vietnamese market, including Shopee and Gmarket Global.

In particular, to engage local Vietnamese customers interested in K-beauty, the event organized activities such as digital nail art experiences, photo booths, and lucky draws, attracting approximately 4,600 participants.

A makeup show using color cosmetics from participating companies in the K-Shopping Festa was also held for local influencers, attracting 6,500 participants in a live stream, successfully drawing the attention of locals both online and offline.

One of the visitors, Tù Uyen, expressed, “I have always been interested in K-beauty, so I looked at skincare and baby products. It's great that I can see various products at the popup store all at once, and since the prices are not very high, it seems like a good opportunity to buy.”

Meanwhile, a promotional event held from August 29 (Thursday) to September 4

(Wednesday) at the interior and exterior of Lotte Mart on the basement floor of Lotte Mall featured an interactive space for tasting K-food items such as tteokbokki and gimbap, as well as product experiences, receiving a positive response from many visitors.

The MSS stated that while the popup store for small businesses and the promotional event have concluded, they plan to continue fostering the enthusiasm for K-beauty in Vietnam through the permanent store for small beauty enterprises (DooK'N DooK'N) that has opened in the basement level 2 of Vincom Mega Mall Royal City in Hanoi.