

Press release

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## The 21<sup>st</sup> Beautyworld Japan starts today welcoming 602 exhibitors from 16 countries and regions

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**Beautyworld Japan, the largest trade fair for the beauty and spa industries in Japan, begins its three-day run today at Tokyo Big Sight. The 21<sup>st</sup> edition welcomes 602 exhibitors (Japan: 506, Overseas: 96) from 16 countries and regions including France, Germany, Hong Kong and Italy and pavilions from China, Korea and Taiwan. It showcases a variety of products, services, techniques and information related to the fields of cosmetics, hair, aesthetics, nail and beauty equipment for salons, hotels, leisure facilities as well as for wholesalers and retailers.**

The show has shown steady growth since its launch in 1998, and cemented its position as the number one trade fair for the beauty and spa industries in Japan. In response to the upward trend of exhibitor and visitor numbers, the 2017 edition showed significant expansion by adding two more halls (an additional exhibition area of 13,910 sqm gross; six halls in total), and welcomed record breaking figures of 624 exhibitors and 73,034 visitors.

The 21<sup>st</sup> edition of Beautyworld Japan returns to the East Halls 3 – 8 with 121 exhibitors out of 602 making their debut at the fair across a record-breaking net exhibition space. It is billed again as the must-attend platform in the beauty industry in Japan and Asia.



Beautyworld Japan again serves as a business platform for beauty professionals from around the world.

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Japan

## **Further streamlined hall layouts and zoning for visitors to easily reach their target products and services**

In the halls 4, 5 and 6, various beauty products and service for aesthetic salons, hair dressing salons, nail salons, hotels & spas, leisure facilities and retail distributions will be displayed within nine product zones.

The Platinum hall located at hall 7 serves as a premier platform for beauty equipment and cosmetic manufacturers, as well as overseas exhibitors and pavilions from China, Korea and Taiwan, to focus on their business targets. It is exclusively dedicated to exhibitors aiming at volume orders rather than direct sales. The hall is designed to have a composed atmosphere ideal for business meetings. In addition to an existing spacious VIP lounge, the Business lounge has been newly installed, where participants are provided with interpreter services (English, Chinese, Korean and Japanese) and business matching services. The popular seminar area at the Main stage is located in this hall, to attract VIP visitors from wholesale, retail and salons.

'Creative HAIR' located in hall 8 is composed of exhibiting space and the Hair stage. The first gathers extensive hair products, techniques and services, and connects beauticians with unique ideas, information and professional products to provide new inspirations. Meanwhile at the Hair stage, industry experts share their knowledge and techniques through seminars and demonstrations. What is notable amongst the programmes is 'The Barberella in Japan' which is held on the first day of the show. This is a hair-cutting contest by female barbers which started last year in the USA, and will be held in Japan for the first time at Beautyworld Japan this year.

The Tokyo Nail Forum takes place at hall 3, and will cover the latest products and introduce top-class nail art techniques through a wide range of events and demonstrations at 'Nail stage'.

In addition to the extensive programme across the Main stage, the Hair stage and the Nail stage, the premium seminar for aesthetic salon owners will return for a designated number of attendees. There are also a number of other informative events such as exhibitor presentations, business seminars and association seminars, covering various themes.

For detailed programme events and updated information on Beautyworld Japan, please visit the official website: [www.beautyworldjapan.com](http://www.beautyworldjapan.com).

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Saudi Arabia**  
14 – 16 October 2018, Jeddah Center for Forums and Events, Saudi Arabia
- **Beautyworld Japan West**  
15 – 17 October 2018, INTEX Osaka, Japan
- **Beautyworld Japan Fukuoka**  
4 – 5 February 2019, Fukuoka Kokusai Centre, Japan

Beautyworld Japan  
Tokyo Big Sight  
14 – 16 May 2018

- **Beautyworld Middle East**  
15 – 17 May 2019, Dubai International Convention and Exhibition Centre, UAE

**Press information and photographic material:**

<https://www.jp.messefrankfurt.com/tokyo/en/media/consumer-goods/beautyworld-japan/news.html>

**Links to websites:**

<https://www.facebook.com/BeautyworldJapan1/>

<https://twitter.com/BeautyworldJP>

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). \* preliminary numbers 2017  
For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)