

# Press

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Beautyworld Japan  
The largest trade fair for the beauty and spa industries in Japan  
Tokyo Big Sight  
14 – 16 May 2018

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Beautyworld Japan 18-1e

## Preparations for Beautyworld Japan's 2018 edition are in full swing

### Show to be held in six halls with clarified layout and zones

Beautyworld Japan, the largest trade fair for the beauty and spa industries in Japan, is preparing for its 21<sup>st</sup> edition, taking place from 14 – 16 May (Mon – Wed) 2018 at Tokyo Big Sight. The fair will showcase a variety of products, services, techniques and information related to the fields of cosmetics, aesthetics and nail, hair and beauty equipment for salons as well as healing, diet, health and medical care. 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 14,760 sqm gross; six halls in total). As a result, the show welcomed record breaking figures of 624 exhibitors from 16 countries<sup>1</sup> and regions, as well as 73,034 visitors from 41 countries and regions<sup>2</sup>, and was again billed as the must-attend platform in the beauty industry for Japan and the rest of Asia.



The 20<sup>th</sup> anniversary edition in 2017 welcomed over 70,000 beauty professionals from around the world.

Mesago Messe Frankfurt Corporation  
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102-0072 Tokyo Japan

<sup>1</sup> 2016: 535 exhibitors from 14 countries and regions

<sup>2</sup> 2016: 64,578 visitors from 41 countries and regions

The 21<sup>st</sup> edition in 2018 will return to the East Halls 3 – 8 of Tokyo Big Sight, with more clarified hall layouts and zonings for visitors to easily reach their target products and services.

#### **Hall 4 – 6**

Various beauty products, techniques and services for aesthetic salons, hair dressing salons, nail salons, hotels & spas, leisure facilities and retail distributions will be displayed at nine product zones using three halls in a row; 'Cosmetics', 'Spa & Wellness', 'Business Support', 'Eyelash', 'Diet & Health', 'Academic', 'Retail', 'Natural & Organic' and 'Beauty Supplements'. The former retail business area will be integrated to the 'Retail' zone from 2018.

#### **Hall 7**

The 'Platinum Hall' will return to Hall 7, and serve as a premier platform for beauty equipment and cosmetic manufacturers, as well as for overseas exhibitors and pavilions from China, Korea and Taiwan, to focus on their business targets. It will be exclusively dedicated to exhibitors that target volume orders instead of direct sales. The hall is designed to have a composed atmosphere ideal for business meetings, supplied with a spacious VIP lounge and the popular 'Main Stage', to attract VIP visitors and salon owners. The Platinum Hall was launched in 2017 and was very well accepted.

#### **Hall 8**

'Creative HAIR' will come back to Hall 8 following the last edition, and will be composed of the 'Hair Products Zone' 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, while at the Hair Stage, industry experts share their knowledge and techniques through seminars and demonstrations.

#### **Hall 3**

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

In addition to the extensive programme, which is held at the Main Stage and the Hair Stage, the premium seminars for aesthetic salon owners will come back for a designated number of attendees. There will also be other informative events such as exhibitor presentations, business seminars and association seminars on various themes.

The show will further contribute to the beauty and spa industry in Japan and Asia in a wider spectrum.

For details on Beautyworld Japan, please visit the official website:  
[www.beautyworldjapan.com](http://www.beautyworldjapan.com).

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Other beauty related shows by Messe Frankfurt include:

- **Beautyworld Japan West**  
16 – 18 October 2017, INTEX Osaka, Japan
- **Beautyworld Japan Fukuoka**  
5 – 6 February 2018, Fukuoka Kokusai Centre, Japan
- **Beautyworld Middle East**  
8 – 10 May 2018, Dubai International Convention and Exhibition Centre, UAE

**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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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).

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)

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