

Press release

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Space is fully booked for the 22nd edition of Beautyworld Japan

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Beautyworld Japan, the largest trade fair for the beauty and spa industries in Japan, is preparing for its 22nd edition, taking place from 13 – 15 May 2019 (Mon – Wed) at Tokyo Big Sight. The fair will showcase a wide range of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons throughout the show.

Launched in 1998, Beautyworld Japan has grown as key trade fair to offer the latest trends in the beauty industry, and cemented its position as the largest and a must-attend platform for the beauty and spa industries in Japan and the rest of Asia.



Beautyworld Japan again serves as business platform for beauty professionals.

In preparation of the 2020 Tokyo Olympics, the show will move to the West halls 1 – 4 and Atrium of Tokyo Big sight, with the area and zoning restructured accordingly.

The 'Platinum area', which is exclusively dedicated to exhibitors aiming for volume orders, will be located in the Atrium and West hall 1, consisting of the 'Beauty equipment' and 'Cosmetic' zones. The area is designed to have a composed atmosphere ideal for business meetings and a spacious VIP lounge.

'Creative HAIR area' will be located in West hall 4, gathering an extensive range of hair products, techniques and services, and will connect beauticians with unique ideas, information and professional products to provide new inspiration.

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The 'Tokyo Nail Forum' will take place at West hall 3, covering the latest nail products, while the zones for 'Cosmetics', 'Spa & wellness', 'Business support', 'Eyelash', 'Diet & health', 'Academic', 'Retail' and 'Beauty supplements', will be located in West hall 2 and part of West hall 1 and 4.

The show's popular seminars, 'Main stage' and 'Hair stage', will be restructured to 'Aesthetic stage' and 'Hair & nail stage' and will move from inside the exhibition halls to the reception hall in the Conference Tower of Tokyo Big Sight. Here, industry experts will share their knowledge and techniques through various seminars and demonstrations. The premium seminar for aesthetic salon owners for a limited number of attendees will also be relocated to the Conference Tower.

Exhibition space already fully booked

Beautyworld Japan 2019 is fully booked, currently there are more than 80 companies on the waiting list. Companies have more opportunities to take advantage of the extensive Japanese market at the sister events, Beautyworld Japan West in Osaka in October and Beautyworld Japan Fukuoka in February.

For the detailed programme of events and updated information on Beautyworld Japan, please visit: www.beautyworldjapan.com

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Japan Fukuoka**
4 – 5 February 2019, Fukuoka Kokusai Centre, Japan
- **Beautyworld Middle East**
15 – 17 April 2019, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan West**
7 – 9 October 2019, INTEX Osaka, Japan
- **Beautyworld Saudi Arabia**
27 – 29 October 2019, Jeddah Center for Forums and Events, Saudi Arabia

Press information and photographic material:

<https://www.jp.messefrankfurt.com/tokyo/en/press/fair-press/consumer-goods/Beautyworld-Japan.html>

Social media:

<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 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors

Beautyworld Japan
Tokyo Big Sight
13 – 15 May 2019

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

*preliminary figures 2018