

Press release

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## Beautyworld Japan 2019 attracts over 70,000 visitors

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**The 22<sup>nd</sup> edition of Beautyworld Japan, the leading trade fair for the beauty and spa industry in Japan, successfully closed its three-day run on 15 May at Tokyo Big Sight. A total of 551 exhibitors (Japan: 486, Overseas: 65) from 11 countries and regions, including Germany, the United Kingdom and the United States, as well as pavilions from China, Korea and Taiwan, filled West halls 1 – 4 and the Atrium, which were new locations for the show.**

The fair showcased a variety of products, services, techniques and information related to the fields of cosmetics, aesthetics, nail, hair and beauty equipment for salons, also covering dieting and health-related products. Gathering 71,309 visitors, Beautyworld Japan was again billed as the must-attend platform for the beauty industry in Japan and the rest of Asia.



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

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

The 'Platinum Area', located in West hall 1 and the Atrium served as a premium platform for beauty equipment and cosmetics manufacturers, and was dedicated to exhibitors that target orders. Mr Hitoshi Arai, Managing Director of the Tokyo Branch Office of Velman Cosmetics, a long-established cosmetics producer in the Japanese market, commented: "The concept of the area fits perfectly for our activities, as the most important thing for us is to let salon owners know more about

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the quality of our products before they set the orders. We took plenty of time to communicate with many new and existing clients throughout these three days. We are happy with the results and look forward to coming back next year and also to the fairs in Osaka and Fukuoka.”

‘Creative HAIR’, located in West hall 4, gathered an extensive range of hair products and techniques for beauticians to gain ideas for new services. Mr Shosaku Yamamori, Sales & Marketing Director of Pierre Fabre Dermo-Cosmétique Japon, said: “We joined the show for the first time, because we want to expand our sales to aesthetic and nail salons. A great number of those salons visited our booth, and we had very good conversations with them. We also met many of our existing clients from hair salons and agreed to re-start the business with some of them. We look forward to following up on this.”

In West halls 2 and part of 1 and 4, various beauty products and services for aesthetic, hair dressing and nail salons, hotels & spas, leisure facilities and retail distribution were displayed within eight product zones: ‘Cosmetics’, ‘Spa & Wellness’, ‘Business Support’, ‘Eyelash’, ‘Diet & Health’, ‘Academic’, ‘Retail’ and ‘Beauty Supplements’. Mr Tatsuya Yokota, Sales & Planning Manager of World Seiko Co Ltd, commented: “We have participated in Beautyworld Japan West for eleven years in a row as our company is based in Osaka. Now, we want to expand our market in Tokyo and taking part in this fair was a first challenge. We were so happy with the number and the quality of the visitors who came to our booth and many of them set their orders on-site. We are glad that we made the right decision.”

The ‘Tokyo Nail Forum’ took place at West hall 3 and covered the latest products, introducing top-class nail art techniques through a wide range of stage events and demonstrations.

### **Diversified fringe programme events attracted many visitors**

The show’s popular seminars, ‘Aesthetic stage’ and ‘Hair & nail stage’, moved from inside the exhibition halls to the reception hall in the Conference Tower of Tokyo Big Sight. Here, industry experts shared their knowledge and skills through various seminars and demonstrations. All sessions were full of participants eager to gain practical knowledge and absorb information about the latest techniques.

Moreover, premium seminars for aesthetic salon owners, also relocated in the Conference Tower, were held for a designated number of attendees. Other informative events such as exhibitor presentations, business seminars and association seminars on various themes were all popular throughout the three days.

The next Beautyworld Japan will be held from 20 – 22 (Mon – Wed) April 2020 at Tokyo Big Sight, West halls 1 – 4 and the Atrium. For details, please visit the official website: [www.beautyworldjapan.com](http://www.beautyworldjapan.com).

Beautyworld Japan  
Tokyo Big Sight  
13 – 15 May 2019

Other beauty-related shows by Messe Frankfurt include:

- **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
- **Beautyworld Japan Fukuoka**  
3 – 4 February 2020, Fukuoka Kokusai Center, Japan
- **Beautyworld Middle East**  
31 May – 2 June 2020, Dubai International Convention and  
Exhibition Centre, UAE

**Press information and photographic material:**

<https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en/press.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 30 locations, the company generates annual sales of around €715\* 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)

\*preliminary figures 2018