

Press release

18 October 2019

## Beautyworld Japan 2020 moves to April

Katsuya Kashiwagi/Nanako Kaku  
Tel. +81 3 3262-8453  
press@japan.messefrankfurt.com  
www.jp.messefrankfurt.com  
www.beautyworldjapan.com

**Beautyworld Japan, the largest trade fair for the beauty and spa industries in Japan, is preparing for its 23<sup>rd</sup> edition, taking place from 20 – 22 April 2020 (Mon – Wed) at the West halls 1 – 4 and Atrium of 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.**

Launched in 1998, Beautyworld Japan has grown into a key trade fair for the latest trends in the beauty industry – cementing its position as a must-attend event for the beauty and spa industries in Japan and throughout Asia. Because of the upcoming Tokyo Olympics, the show dates will move from May to April in 2020.



Platinum area at Beautyworld Japan 2019 Source: Messe Frankfurt Japan Ltd.

Serving the entire industry chain, the fairground of Beautyworld Japan will be divided into two major areas and eight product zones that enable visitors to find their target exhibitors and products easily in the venue.

The 'Platinum area', which is exclusively dedicated to exhibitors aiming for direct orders from salon owners and distributors who have purchasing authorities, 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 professional atmosphere and is ideal for business meetings thanks to elements such as its spacious VIP lounge. The 'Creative HAIR' area will be located in West hall 4. Gathering an extensive range of hair products, techniques and services, the area will connect beauticians with unique

Messe Frankfurt Japan Ltd.  
7F Shosankan 1-3-2 Iidabashi  
Chiyodaku 102-0072 Tokyo  
Japan

ideas, information and professional products to provide new inspiration.

In West halls 2 and part of halls 1 and 4, various beauty products and services for aesthetics, hair dressing and nail salons, hotels & spas, leisure facilities and retail distribution will be displayed within eight product zones: 'Cosmetics', 'Spa & Wellness', 'Business Support', 'Eyelash', 'Diet & Health', 'Academic', 'Retail' and 'Beauty Supplements'. In addition, the 'Tokyo Nail Forum' will take place in West hall 3, showing the latest nail products.



The show's popular 'Main stage seminars' will take place at the International Conference Room 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 held in the Conference Tower.

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

Other beauty-related shows by Messe Frankfurt include:

- **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
- **Beautyworld Japan West**  
19 – 21 October 2020, INTEX Osaka, Japan

**Press information and photographic material:**

<https://beautyworld-japan.jp.messefrankfurt.com/tokyo/en/press.html>

**Links to websites:**

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

Beautyworld Japan  
Tokyo Big Sight  
20 – 22 April 2020

<https://twitter.com/BeautyworldJP>  
<https://www.instagram.com/beautyworldjapanofficial/>

**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 €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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)