

Press release

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Beautyworld Japan 2020 is cancelled over Novel Coronavirus concerns

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To safeguard the wellbeing of its participants, Messe Frankfurt Japan Ltd has announced the cancellation of the 23rd edition of Beautyworld Japan, the largest trade fair for the beauty and spa industries in Japan. The three-day international fair was scheduled to take place from 20 – 22 April 2020 (Mon – Wed) in the West Halls 1 – 4 and Atrium of Tokyo Big Sight.

BeautyworldJapan20_2e

The decision was made in light of continued transmission of COVID-19 in Japan. According to the Ministry of Health, Labour and Welfare, the number of cases across the country stood at 602 as of 13 March¹. In an effort to contain the virus spread, Prime Minister Shinzo Abe on 10 March requested that big events in Japan be cancelled or postponed for 10 more days² further to his earlier appeal for public event suspension from 27 Feb to 9 March 2020.

In addition, countries across the world have introduced tougher travel restrictions soon after WHO declaring the Novel Coronavirus outbreak a pandemic on 11 March 2020. This presents significant challenge for international exhibitors and visitors to participate the fair for regular business.

Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd commented: “In view of the government public health advice and the global travel restrictions due to the virus outbreak, we have decided to cancel the 23rd edition of Beautyworld Japan as the health and safety of our participants is paramount. This has been an extremely difficult decision – particularly given the efforts we have put to make the upcoming fair the most comprehensive yet. Regrettably, a conflict with the upcoming Olympic Games means that we are unable to reschedule Beautyworld Japan at Tokyo Big Sight during a suitable time this year. We have therefore decided to defer Beautyworld Japan in Tokyo to 17 – 19 May 2021.”

About Beautyworld Japan

¹ ‘Coronavirus disease 2019 (COVID-19) situation within and outside the country, Ministry of Health, Labour and Welfare. <https://bit.ly/3cY8716>. Retrieved, 13 March 2020

² ‘Japan PM Abe calls for event cancellations for additional 10 days over virus’, Kyodo News. <https://bit.ly/3cXYVDL>. Retrieved 10 March 2020

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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. Over the years the event has gradually extended its portfolio to showcase a wide range of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons. The previous fair in 2019 welcomed 551 exhibitors from 11 countries and regions and 71,309 trade visitors from 44 countries and regions in total.

The 15th edition of Beautyworld Japan West, which is scheduled to be held from 19 – 21 October 2020 at INTEX Osaka, and the eighth edition of Beautyworld Japan Fukuoka scheduled to be held from 8 – 9 February 2021 at Fukuoka Kokusai Centre will both be held as planned.

For the updated information on Beautyworld Japan, please visit:
www.beautyworldjapan.com

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Middle East**
31 May – 2 June 2020, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.**
29 September – 1 October 2020, Jeddah Center for Forums and Events, Saudi Arabia
- **Beautyworld Japan West**
19 – 21 October 2020, INTEX Osaka, Japan
- **Beautyworld Japan Fukuoka**
8 – 9 February 2021, Fukuoka Kokusai Centre, Japan
- **Beautyworld Japan**
17 – 19 May 2021, Tokyo Big Sight, Japan

Press information and photographic material:

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

Social media:

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

<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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

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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

* preliminary figures 2019