

Press release

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Beautyworld Japan returns to Tokyo Big Sight for its 23rd edition in April 2021

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Beautyworld Japan is preparing for its 23rd edition, taking place from 19 – 21 April 2021 (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.

After the cancellation of the April 2020 edition of Beautyworld Japan due to the COVID-19 outbreak, Beautyworld Japan West – the sister fair of Beautyworld Japan – was held in October in Osaka. The fair gathered 224 exhibitors and 22,242 visitors and was hailed as a tremendous success which helped to revitalise the regional beauty industry. Building on the momentum of its sister fair, Beautyworld Japan returns to Tokyo in April 2021, expecting around 500 exhibitors having applied to date. The organiser, Messe Frankfurt Japan, will work closely with local authorities to take precautionary measures to provide a safe and effective business platform for participants.



Beautyworld Japan West under COVID-19 precautionary measures. Source: Messe Frankfurt Japan

Following a positive response at its sister fair in Osaka, Beautyworld Japan will install a new 'Wellness+Beauty' area. Exhibitors at the area will introduce products such as supplements as well as health foods and wellness items that provide nourishment, improve sleep, and keep the body warm.

Apart from the new area, the Beautyworld Japan also features the 'Platinum area', which is exclusively dedicated to exhibitors seeking direct orders from salon owners and distributors. Consisting of the 'Beauty equipment' and 'Cosmetics' 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. Additionally, the 'Creative

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HAIR' area will gather an extensive range of hair products, techniques and services, connecting beauticians with unique ideas, information and professional products to provide new inspiration.

In addition, various beauty products and services for aesthetics, hair dressing and nail salons, hotels & spas, leisure facilities and retail distribution will be displayed within six product zones: 'Cosmetics', 'Spa & Wellness', 'Business Support', 'Eyelash', 'Academic', and 'Retail'. The 'Tokyo Nail Forum' will also take place, showing the latest nail products.

The show's popular 'Main stage seminars' will take place at the conference rooms in the Conference Tower of Tokyo Big Sight. Here, industry experts will share their knowledge and techniques through various seminars and demonstrations.

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**
8 – 9 February 2021, Fukuoka Kokusai Centre, Japan
- **Beautyworld Saudi Arabia** licensed to Al-Harithy Company for Exhibitions Ltd.
6 – 8 June 2021, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Middle East**
5 – 7 October 2021, Dubai World Trade Centre, UAE
- **Beautyworld Japan West**
18 – 20 October 2021, INTEX Osaka, Japan

Press information and photographic material:

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

Links to websites:

<https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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 2020

Beautyworld Japan
Tokyo Big Sight
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