

Press release

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Beautyworld Japan to be held at its largest ever scale, taking up the entire East halls of Tokyo Big Sight

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There can be no doubt that the beauty industry is thriving in Japan, particularly in light of exhibitor registration for this year's Beautyworld Japan, which is already up 14 percent from the previous edition with two months remaining before the curtains come up. The fair is preparing for its 24th edition, taking place from 16 – 18 May in the East halls 1 – 8 of Tokyo Big Sight, with its usual showcase of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons.

After the cancellation of the 2020 edition due to the pandemic as well as a move to the West halls of Tokyo Big Sight during the Olympics, the fair is returning to its traditional home in the East halls for the first time in four years and will be held on its largest scale ever, with 640 exhibitors having applied to date.



A view of the Platinum area at Beautyworld Japan 2021. Source: Messe Frankfurt Japan

The 2022 edition will see an expansive range of beauty products and services for salons, hotels, spas and retail displayed across 13 product zones, namely: Cosmetics, Beauty equipment, Creative Hair, the Tokyo Nail Forum, Eyelash, Business support, Academic, Wellness & Beauty, OEM & Packaging, Make-up and Spa & Wellness.

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Apart from those zones, the show also features the 'Platinum Hall', 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 ideal for business meetings thanks to elements such as its spacious VIP lounge and business meeting space.

The popular main stage seminars will be situated in two locations on the exhibition floor offering learning opportunities on a wide range of beauty therapies and management skills. The Esthetic Stage seminars will feature practical advice on techniques, skin-care, femtech, business trends and management skills for salon owners and technicians. The Hair & Nail stage is the destination for men's haircut demonstrations by Wahl, as well as practical head spa techniques, ladies updo hairstyles and dyeing tips. Popular eyelash and eyebrow grooming techniques for hairdressers, technicians and salon owners will also feature. For nail technicians, the Japan Nailist Association (JNA) will present three seminars with guidance on their certification exams.

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 Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.

21 – 23 March 2022, Riyadh International Convention & Exhibition Centre, Saudi Arabia

Beautyworld Japan Osaka

24 – 26 October 2022, INTEX Osaka, Japan

Beautyworld Middle East

31 October – 2 November 2022, Dubai World Trade Centre, UAE

Beautyworld Japan Fukuoka

6 – 8 February 2023, Marine Messe Fukuoka, Japan

For more details please visit www.beautyworld.messefrankfurt.com

Links to websites:

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021

Beautyworld Japan
Tokyo Big Sight
16 – 18 May 2022