

Press release

24 March 2023

Around 800 exhibitors confirmed for 25th anniversary of Beautyworld Japan Tokyo

Saori Odajima / Nanako Kaku
Tel +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.beautyworldjapan.com
BWJ2023_2e

With less than two months remaining before opening its doors, Beautyworld Japan Tokyo has already attracted around 800 exhibitors including some 270 first time participants. For comparison, that's a new high representing a 19 percent increase from the previous record in 2022. Organised by Messe Frankfurt Japan Ltd, the fair is taking place from 15 – 17 May, occupying the entire East Halls of Tokyo Big Sight as it becomes bigger and better as the recognised hub in the region for the latest products, services and techniques related to the beauty industry.



Beautyworld Japan Tokyo 2022. Photo: Messe Frankfurt Japan

With travel restrictions eased in Japan, more than 100 international companies from 10 countries and regions are set to explore new business opportunities during the three-day event. As of 15 March, overseas exhibitor participation has been confirmed from China, France, Hong Kong, Israel, Italy, Poland, South Korea, Taiwan, Thailand, and the United States.

The Landmark 25th edition will add two new product zones. The 'Fem more' zone will provide products and services for women's health. The 'Testy' zone will display ideal foods and seasonings for salon owners and buyers who aim to offer sustainable and healthy diets to their customers. Including these two, 13 product zones will cover a wide range of products and services for salons, hotels, spas, and retail, namely: Cosmetics, Beauty Equipment, Creative Hair, the Tokyo Nail Forum presented by the Japan Nailist Association (JNA), Eyelash, Business Support, Academic, Body & Beauty, OEM & Packaging, Make-up and Spa & Wellness.

Together with the opening of the 'Fem more' zone, the show's popular main stage seminars are set to introduce the Fem More Stage. This new

Messe Frankfurt Japan Ltd
4F Sumitomo Fudosan Chiyoda Fujimi
Building, 1-8-19 Fujimi Chiyoda-ku,
Tokyo 102-0071 Japan

addition will feature nine seminars for salon owners seeking to thrive in the burgeoning femtech field, providing the latest information on salon services as well as management and techniques. Meanwhile, the Esthetic Stage seminars will feature practical advice on techniques, skin-care, wellbeing, business trends and management skills for salon managers and related professionals. The Hair & Nail stage will hold a hair style contest hosted by barberella by BROSH, 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, JNA will present three seminars with guidance on certification exams.

For the detailed programme of events and updated information on Beautyworld Japan Tokyo, please visit: www.beautyworldjapan.com

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Japan Nagoya**
24 – 26 July 2023, Portmesse Nagoya, Japan
- **Beautyworld Japan Osaka**
16 – 18 October 2023, INTEX Osaka, Japan
- **Beautyworld Middle East**
30 October – 1 November 2023, Dubai World Trade Centre, UAE
- **Beautyworld Japan Fukuoka**
5 – 7 February 2024, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia licensed by Messe Frankfurt Exhibition GmbH**
11 – 13 February 2024, Riyadh International Convention & Exhibition Centre, Saudi Arabia

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 one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability

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

*Preliminary figures for 2022

Beautyworld Japan
Tokyo Big Sight
15 – 17 May 2023