

Press

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Beautyworld Japan West
The key trade fair for Western Japan's beauty industry
INTEX Osaka
16 – 18 October 2017

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Beautyworld Japan West 17-3e

Beautyworld Japan West welcomes over 21,000 visitors during successful 12th edition

Expansion to three halls and extended opening hours well appreciated by attendees

The 12th edition of Beautyworld Japan West closed its three-day run with major success on 18 October at INTEX Osaka, Halls 3 – 5. The show was occupied by 262 exhibitors, including overseas exhibitors from Canada, Germany and Korea. They showcased a wide range of products, services, techniques and information related to the field of cosmetics, aesthetics, nail, hair and beauty equipment for salons, hotels, leisure facilities, wholesalers and retailers throughout the show. Gathering a record-breaking 21,492 visitors in total, an increase of 1,748 compared to the previous edition, the show was once again recognised as a must-attend platform for the beauty industry in Western Japan. The expansion to three halls from the previous two halls (additional exhibition area of 3,494 sqm gross), as well as the extended opening hours until 18:00 for attendees to have more time for negotiation, were very well appreciated by both exhibitors and visitors.

Ms Miki Morikawa, General Manager of Megmale Co Ltd, commented: "This was our debut at a trade fair, and we believe Beautyworld Japan West was the right choice for us. Our main product is hair care equipment, and we are very pleased that we met so many targeted visitors which were hair dressing salon owners and distributors. We got more than 400 good contacts during the fair, and we are looking forward to following them up."

Mr Kousuke Anyouji, Sales Division of Takara Belmont Corp, who came back to the fair after a three year interval, said: "We are so satisfied with the results of the show. We met so many salon owners at the fair, and 40% of them were new customers for us. We feel that the ratio was higher than three years ago. We are happy that our decision to come back to the fair was right."

Mr Masanori Ishibashi, Director of Rhythm Co Ltd, commented: "This was our fourth participation at this show, and we feel like it improves

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year by year. Trade fairs are must-attend platforms for our business to meet new customers face to face, but the Beautyworld Japan series are the best and most important ones for us. We met more than 200 salon owners here who were new to us. We are already looking forward to participating at Beautyworld Japan Fukuoka at the beginning of next year.”



Beautyworld Japan West in 2017 gathered more than 20,000 beauty professionals from Western Japan

The popular Main Stage Seminars were held every day during the fair, where industry experts shared their knowledge and techniques. Seven programmes for aesthetic salons, five programmes for hair dressing salons, and four programmes for nail salons were held throughout the show this year. The sessions covered a broad range of topics from technique demonstrations for professionals, to management know-how for salon owners. The show also hosted a premium seminar for aesthetic salon owners and a selected number of attendees, as well as the informative exhibitor presentations and associated seminars by the Japan Aesthetic Examination Centre and Japan Aesthetic Organisation.

Additionally, four seminars specialising in nail salon management debuted this year in collaboration with Nail University, which is a community for nail salons and manicurists dedicated to the development of the nail industry.

The next edition of Beautyworld Japan West will be held from 15 – 17 October 2018 at INTEX Osaka. For more details, please visit the official website at www.beautyworldjapan.com.

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Japan Fukuoka**
5 – 6 February 2018, Fukuoka Kokusai Centre, Japan
- **Beautyworld Middle East**
8 – 10 May 2018, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan**
14 – 16 May 2018, Tokyo Big Sight, Japan

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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 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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 | www.congressfrankfurt.de | www.festhalle.de