

Press release

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Every number hits the record at the 2018 edition of Beautyworld Japan West

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BeautyworldJapanWest18_3e

The 13th edition of Beautyworld Japan West closed its three-day run with major success on 17 October 2018 at INTEX Osaka, Halls 3 – 5. The show was held on the largest scale ever, with a record-breaking number of 292 exhibitors, including overseas exhibitors from Germany, Indonesia, Korea and the United Arab Emirates¹. They showcased a wide range of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons throughout the show.

Gathering a record-breaking 24,474 visitors from 34 countries and regions in total², an increase of 14 percent compared to the previous edition, the show cemented its position as a must-attend platform for the beauty industry in Western Japan.

The newly implemented 'Hair zone', presenting the latest hair products, techniques and services this year, was very well appreciated by attendees, and contributed to gathering 29 percent more visitors from hairdressing salons and barber shops than the previous show. Mr Takashi Nagumo, Deputy General Manager of exhibiting company Louvredo Co Ltd, commented: "We joined 'Creative Hair', a zone for hair products at Beautyworld Japan in Tokyo held in May this year, and the result was so good. This is why we decided to participate at 'Hair zone' at Beautyworld Japan West as well. We can say that our choice was right. The demonstrations at our booth were full of salon owners and beauticians and they were all interested in our innovative hair dryers. We got so many leads here."

The special exhibition area 'NEXT' once again provided exhibitors with the opportunity to showcase their new products and brands to Western Japan's beauty market. Ms Shizuka Matsuda, Aesthetic Department Manager of Ai-Zest Corp, said: "Our brand was just founded three years ago in Tokyo, and we wanted to gain more brand awareness in Western Japan, so we joined the show for the first time. We are so satisfied that so many aesthetic salon owners visited our booth and were interested in our products. They are not only from Western Japan. We are looking forward to following them up."

Mr Hiroshi Takigawa, Vice President of Takigawa Co Ltd, also

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¹ 2017: 262 exhibitors from 4 countries and regions

² 2017: 21,492 visitors from 22 countries and regions

commented: “We have participated at the ‘Beauty equipment zone’ in the show for a long time, and as a leading manufacturer and trader in the Japanese beauty industry, we decided to join the ‘Nail zone’ too for the first time. The results were far beyond our expectations. So many salon owners were strongly interested in our techniques, and most of them placed the orders on site. We are sure we will come back next year.”



Registration area crowded with beauty professionals from Western Japan. Photo: Messe Frankfurt Japan

The popular Main Stage Seminars were held every day during the fair, where industry experts shared their knowledge and techniques. Nine programmes for aesthetic salons, four programmes both for hair dressing salons and 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 five premium seminars 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, three seminars specialising in nail salon management were held 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 7 – 9 October 2019 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**
4 – 5 February 2019, Fukuoka Kokusai Centre, Japan
- **Beautyworld Middle East**
15 – 17 April 2019, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan**
13 – 15 May 2019, Tokyo Big Sight, Japan
- **Beautyworld Japan West**

Beautyworld Japan West
INTEX Osaka
15 – 17 October 2018

7 – 9 October 2019, INTEX Osaka, Japan

- **Beautyworld Saudi Arabia**
27 – 29 October 2019, Jeddah Center for Forums and Events,
Saudi Arabia

Press information and photographic material:

<https://www.jp.messefrankfurt.com/tokyo/en/press/fair-press/consumer-goods/Beautyworld-Japan-West.html>

Links to websites:

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

<https://twitter.com/BeautyworldJP>

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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