

Press release

20 May 2019

## 2019 edition of Beautyworld Japan West expands to four halls in response to increasing number of exhibitors

Katsuya Kashiwagi/Nanako Kaku  
Tel. +81 3 3262-8453  
press@japan.messefrankfurt.com  
www.jp.messefrankfurt.com  
www.beautyworldjapan.com

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**Beautyworld Japan West, the leading trade fair for the beauty and spa industry in western Japan, is preparing for its 14<sup>th</sup> edition, taking place from 7 – 9 October (Mon – Wed) 2019 at hall 3, 4, 5 and 6B of INTEX Osaka. The fair showcases a wide range of products, services, techniques and information related to the fields of cosmetics, aesthetics and nail & beauty equipment for salons, hotels & leisure facilities, wholesalers and retailers.**

Attracting record-breaking numbers of 292 exhibitors from five countries and regions, as well as 24,474 visitors from 34 countries and regions, the last edition of the show in 2018 established itself as a must-attend professional platform for the beauty industry in western Japan.



Beautyworld Japan West in 2018: crowded with over 24,000 visitors.

### The 14<sup>th</sup> edition of the show expands to four halls in 2019

With an increasing demand from exhibitors, the fair is now expanding from three halls to four halls in 2019. In addition to Hall 3, 4 and 5, the next edition will use Hall 6B, representing a significant expansion. The venue will be divided into eight zones, which are 'Cosmetic zone', 'Eyelash zone', 'Business support zone', 'Retail zone', 'Beauty equipment zone', 'Nail zone', 'Diet & health zone' and 'Hair zone', enabling visitors to find their target items easily and efficiently. The special exhibition area 'NEXT' will also come back and provide exhibitors with the opportunity to showcase their new products and brands, while visitors also get a chance to find brand new items.

Messe Frankfurt Japan Ltd.  
7F Shosankan 1-3-2 Iidabashi Chiyodaku  
102-0072 Tokyo Japan

Beautyworld Japan West is also a hub of techniques, knowledge and information for the beauty industry. The show's popular 'Main stage' will be restructured to 'Aesthetic stage' and 'Hair & nail stage', where industry experts will share their knowledge and techniques through various seminars and demonstrations. The premium seminar for aesthetic salon owners for a limited number of attendees, as well as the informative exhibitor presentations, will also return.

With its sister fairs Beautyworld Japan Fukuoka, held every February in Fukuoka, and Beautyworld Japan, held in Tokyo, Beautyworld Japan West promises further success for participants and provides a business platform for the beauty and spa industry in western Japan.

Other beauty related shows by Messe Frankfurt include:

- **Beautyworld Japan**  
13 – 15 May 2019, Tokyo Big Sight, Japan
- **Beautyworld Saudi Arabia**  
27 – 29 October 2019, Jeddah Centre for Forums and Events, Saudi Arabia
- **Beautyworld Japan Fukuoka**  
3 – 4 February 2020, Fukuoka Kokusai Centre, Japan
- **Beautyworld Middle East**  
31 May – 2 June 2020, Dubai International Convention and Exhibition Centre, UAE

**Press information and photographic material:**

<https://www.jp.messefrankfurt.com/tokyo/en/media/consumer-goods/beautyworldjapanwest/news.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 2,500\* employees at 30 locations, the company generates annual sales of around €715\* 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](http://www.messefrankfurt.com)

\*preliminary figures 2018

Beautyworld Japan West  
INTEX Osaka  
7 – 9 October 2019