

Press release

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Beautyworld Japan West continues to grow with successful 14th edition

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BeautyworldJapanWest19_2e

The 2019 edition of Beautyworld Japan West closed its three-day run with tremendous success on 9 October at INTEX Osaka. The show expanded its exhibition area with an extra hall and received more visitors and exhibitors than ever before.

By adding hall 6 to the exhibition, this edition was the biggest ever, with a record-breaking 371 exhibitors from 13 countries and regions (domestic: 325, overseas: 46), including overseas pavilions from China, Korea and the Middle East¹. Exhibiting companies and brands showcased a wide range of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons to an increasingly diversified and international audience, that showed a significant rise in numbers compared to the previous edition. A total of 28,566 visitors² found their way to the fairground (an increase of 4,092 compared to the 2018 fair). With these numbers, the show cemented its position as an indispensable platform for the beauty industry in Western Japan.

The exhibition venue was divided into eight zones. The Hair, Nail and Eyelash zones were located in hall 3. The Cosmetic, Business support, Retail, Beauty equipment and Diet & health zones were positioned in halls 4 to 6. This new setup provided a logical structure for buyers and visitors from different areas and sectors, allowing them to easily find their items of interest while also discovering new brands and products. The special 'NEXT' exhibition area - reserved for first-time exhibitors - also returned to the exhibition.

The fair was full of satisfactory comments from attendees

Feedback from attendees revealed that Beautyworld Japan West is an ideal business platform for both exhibitors and visitors seeking opportunities to enter or expand their business in the growing market in Western Japan. Mr Masahiro Yamada, founder of Angelic Care Academy, commented: "We are an academy for a brand-new hair care technique for hair salons. We joined the show for the first time in order to gain recognition for our technique from salon owners and beauticians in Western Japan. I was impressed with how enthusiastic the visitors were about new techniques. We talked with so many salon owners and beauticians, and we closed a contract with a large hair salon chain on

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¹ 2018: 292 exhibitors from 5 countries and regions (Domestic: 281, Overseas: 11)

² 2018: 24,474 visitors from 34 countries and regions (Domestic: 23,711, Overseas: 763)

the first day.”

Ms Sayaka Kojima, General Manager, Marketing Department of Withus Co Ltd, added: “The growth of the show during the past couple of years has been really outstanding, especially when looking at the amount of exhibitors and visitors. It is a must-attend fair for us to explore the market in Western Japan. We presented our new models of epilators for the first time and we are happy that they were very well received by many of the aesthetic salon owners. Also visitors from overseas came to our booth and showed interest in our products. We really have to consider overseas expansion in the near future.”

The fair also made a positive impression on overseas visitors, who value the focus on trends and innovation. Ms Karen Tereza Wells, Beauty & Home Fragrance, Head of Business of Landmark Group from Dubai, confirmed: “My team and me attend the show because Asia is a hub of innovation in the world of beauty, both on the level of cosmetics and skin care. We connected to a number of exhibitors, particularly about the supplement and ingestible area. There is also a couple of skin care brands that we will be following up on. Our intention is to scan the world market for the best products and innovations, and we have certainly found that here.”



Around 4,000 more visitors than the previous edition in 2019. Source: Messe Frankfurt Japan

The 2018 show’s popular ‘Main stage’ was divided into an ‘Esthetic stage’ in hall 6 and a ‘Hair & nail stage’ in hall 3. Both stages invited industry experts to share their knowledge and skills through various seminars and demonstrations. All sessions were fully booked and participants were eager to gain practical knowledge and find out more about the latest techniques and innovations.

The fringe programme also included five premium seminars for aesthetic salon owners and a selected number of attendees. Most notably among them was the “Inbound seminar”, reflecting the fact that Osaka is the no. 1 prefecture in Japan that gathers overseas tourists³, and many salons are eager to attract them as their clients.

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Additionally, two seminars specialising in nail salon management took

³ Statistics by Japan National Tourism Organization in 2018

place in collaboration with Nail University, a community for nail salons and manicurists dedicated to the development of the nail industry, as well as the informative exhibitor presentations and associated seminars.

The next edition of Beautyworld Japan West will take place from 19 – 21 October 2020 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**
3 – 4 February 2020, Fukuoka Kokusai Centre, Japan
- **Beautyworld Japan**
20 – 22 April 2020, Tokyo Big Sight, Japan
- **Beautyworld Middle East**
31 May – 2 June 2020, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.**
29 September – 1 October 2020, Jeddah Center for Forums and Events, Saudi Arabia

Press information and photographic material:

<https://beautyworld-japan-west.jp.messefrankfurt.com/osaka/en/press.html>

Links to websites:

<https://www.facebook.com/BeautyworldJapan1/>
<https://twitter.com/BeautyworldJP>
<https://www.instagram.com/beautyworldjapanofficial/>

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 €718 million. 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. 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

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