

Final report

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15th edition of Beautyworld Japan West revitalises the regional industry

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

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The 2020 edition of Beautyworld Japan West was hailed as a tremendous success as it concluded its three-day run on 21 October at INTEX Osaka. The organiser, Messe Frankfurt Japan, worked closely with local authorities to take precautionary measures to provide a safe and effective business platform for the beauty industry in western Japan.

“Beautyworld Japan West is the second physical event organised by Messe Frankfurt Japan to return in the country since the COVID-19 outbreak. As Beautyworld Japan in Tokyo in April this year was postponed, Beautyworld Japan West was a long-awaited event for the beauty industry. We are happy to hear that the vast majority of participants highly rated the show. Slowly but steadily, we feel that business is getting back to normal in the beauty industry in Japan. We are sure that the success of this show will have a positive impact on Beautyworld Japan Fukuoka in February 2021 and Beautyworld Japan in Tokyo in April 2021,” Ms. Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd commented.

The 2020 edition of Beautyworld Japan West welcomed 224 exhibitors and 22,236 visitors from western Japan. Exhibiting companies and brands showcased a wide range of products, services, techniques and information related to cosmetics, aesthetics, nails, hair and beauty equipment for salons and retailers.

‘Wellness+Beauty’ area makes successful debut

This year, the show installed a new ‘Wellness+Beauty’ exhibiting area. Exhibitors introduced products such as supplements as well as health foods and wellness items that provide nourishment, improve sleep, and keep the body warm. The area drew much attention from visitors, especially from salon owners and technicians looking for new anti-aging products.

Apart from the new area, the venue featured seven distinct zones, namely the ‘Cosmetic zone’, the ‘Eyelash zone’, the ‘Business support zone’, the ‘Retail product zone’, the ‘Beauty equipment zone’, the ‘Nail zone’ and the ‘Hair zone’. The special exhibition area ‘NEXT’ also returned to provide up-and-coming brands the opportunity to showcase their new products, and give visitors the chance to find novel items. This setup provided a logical structure for buyers and visitors from different sectors, allowing them to easily find their items of interest while also

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

discovering new brands and products.

Exhibitors report high levels of satisfaction

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 western Japan.

Mr Kojiro Ishii, Manager of Renuus Japan Co Ltd, located in the 'Wellness+Beauty' area, commented: "Our main exhibit is our hydrogen supplements, which were recently introduced to the market in July. This is our first participation at this fair, and we are very satisfied with the outcome. We have talked with so many salon owners and beauticians who are precisely our target clients. We brought more than 500 samples to the fair which have run out, and we have generated so many positive leads. We will come back to the Fukuoka and Tokyo fairs next year."

Equally pleased was Mr Masayuki Okumura, Managing Director of Belega Co Ltd, who commented: "We are happy with the results of our participation, which was far beyond our expectations. During this three-day fair, we generated more than 700 positive leads and about 400 of them have already been closed. One of our main exhibits, small-sized beauty equipment, was already sold out. We are looking forward to participating at all Beautyworld Japan fairs in the three cities next year."



Business talk at the fair under COVID-19 precautionary measures. Source: Messe Frankfurt Japan

The popular 'Main stage seminars' programme, consisting of 14 seminars for aesthetic salons, hair dressing salons and nail salons, invited industry experts to share their knowledge and skills. All sessions were fully booked and participants were eager to gain practical knowledge and find out more about the latest techniques and innovations.

Additionally, two seminars specialising in nail salon management took place in collaboration with Nail University (a community for nail salons and manicurists dedicated to industry development), while a number of informative exhibitor presentations and associated seminars were also held.

Beautyworld Japan West
INTEX Osaka
19 – 21 October 2020

The next edition of Beautyworld Japan West will take place from 18 – 20 October 2021 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**
8 – 9 February 2021, Fukuoka Kokusai Centre, Japan
- **Beautyworld Japan**
19 – 21 April 2021, Tokyo Big Sight, Japan
- **Beautyworld Saudi Arabia**
6 – 8 June 2021, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Middle East**
5 – 7 October 2021, Dubai World Trade Centre, UAE

Press information and photo 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 about 2,600 employees at 29 locations, the company generates annual sales of around €736 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