

Press release

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Beautyworld Japan West to be held at its largest scale ever

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Beautyworld Japan West is preparing for its 16th edition, taking place from 18 – 20 October 2021 (Monday – Wednesday) with 340 exhibitors from 2 countries and regions (as of 31st August) in attendance. Thus the fair will attract more exhibitors than last year and further continues to establish itself as a must-attend trade event, showcasing a wide range of products, services, techniques and information related to the beauty industry in western Japan.

An expansive range of beauty products and services for salon and retail businesses will be displayed across seven product zones under one roof, namely: “Cosmetics”, “Beauty equipment”, “Hair”, “Nail”, “Eyelash”, “Business support”, “Wellness+Beauty” and “NEXT”. Even amid the pandemic, the Japanese health and beauty industry is vibrant and Beautyworld Japan West is ready to contribute to the industry.



Beautyworld Japan West 2020 under COVID-19 precautionary measures. Source: Messe Frankfurt Japan

In a new step for the show, a number of exhibitors will participate digitally. The Korea Pavilion (Online) will appear at Beautyworld Japan West for the first time in cooperation with the Korea Beauty Industry Trade Association (KOBITA) and the Korea Trade-Investment Promotion Agency Osaka (KOTRA). With international travel restrictions still in place, still some foreign exhibitors will present their products and services, with the majority of these participating via their local Japanese agents. In addition, the Korea Pavilion Online will count 10 Korean exhibitors participating digitally, with two-way communication and real-

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time interaction. The project is expected to prove popular among Japanese buyers, given that South Korea is widely recognised as one of the leading countries for quality cosmetics and innovative beauty items. Even during difficult times amid the pandemic, Beautyworld Japan West is improvising to provide new value and business opportunities to all participants.

Beautyworld Japan West is not only an effective sourcing platform, but also plays an essential role as a learning and networking destination for all participants. A total of 25 organiser-run seminars cover the latest techniques, trends and industry related laws and regulations. In addition, 29 presentations will be conducted by exhibitors and industry associations throughout the three days.

Precautionary measures

The Japanese government reinstated a state of emergency for 33 prefectures until 12 September 2021 (as of 31 August 2021). The organiser, Messe Frankfurt Japan, is monitoring the situation and will work closely with local authorities to take precautionary measures to provide a safe and effective business platform for the beauty industry in western Japan.

Other beauty related shows by Messe Frankfurt include:

- **Beautyworld Middle East**
5-7 October 2021, Dubai World Trade Centre, UAE
- **Beautyworld Japan Fukuoka**
7 – 8 February 2022, Fukuoka Kokusai Centre, Japan
- **Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.**
20 – 22 February 2022, Riyadh Front Exhibition and Convention Center, Saudi Arabia
- **Beautyworld Japan**
16 – 18 May 2022, Tokyo Big Sight, Japan

To find out more, please visit:

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

Press information and photographic material:

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs &

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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. We are expanding our digital expertise with new business models. 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