

Final report

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The 16th edition of Beautyworld Japan West closed with tremendous praise from both exhibitors and visitors

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The 2021 edition of Beautyworld Japan West, the region's largest trade fair for the beauty industry, concluded on a high note on 20 October. Even amidst the pandemic, the fair hosted 340 exhibitors and welcomed 25,552 professional visitors.

The fair showcased a wide range of products, services, techniques and information related to cosmetics, aesthetics, nails, hair, eyelash and beauty equipment for salons and retailers. The full range of industry players gathered at Beautyworld Japan West were eager to reconnect and discover the future trends that will shape the Japanese beauty industry.



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

Japan is cautiously easing restrictions that have applied across much of the nation for almost six months. Prior to Beautyworld Japan West on 1 October, the Japanese government finally lifted the state of emergency. Speaking as the fair concluded, Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd, commented: "Exhibitors and visitors have demonstrated this week that the beauty industry as a whole is ready for a gradual return to business as usual, as Japan enters a new phase in pandemic control."

Even amidst difficult circumstances, the demand for face-to-face business meetings and networking opportunities amongst beauty industry players remained strong, and a lot of business discussions were actively conducted on the exhibition floor.

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Mr Yasuaki Kaji, Managing Director of HAAB DCT Inc, an exhibitor, reflected on his three-day experience: “We exhibit at all three Beautyworld Japan fairs in Fukuoka, Tokyo and Osaka. We were a little worried about the number of visitors because of the pandemic. However, the visitor flow was great. From the morning of the first day, a lot of quality visitors came to our booth and the number of business meetings far exceeded our expectations.”

Equally pleased was Ms Masayo Inaoka, Managing Director, BELLA CELLA K-Beauty Academy, who commented: “We are here to promote our high quality Korean skincare cosmetics brand. We held a lot of productive business talks with not only salon owners and our target customers, but also buyers from major department stores. We are looking forward to participating again next year.”

From 2022 onwards, Beautyworld Japan West will change its name to Beautyworld Japan Osaka. The next edition will take place from 24 – 26 October 2022 at INTEX Osaka. For more details, please visit the official website at <https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html>

Other beauty-related shows by Messe Frankfurt include:

- **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
- **Beautyworld Middle East**
31 October – 2 November 2022, Dubai World Trade Centre, UAE

For more details please visit www.beautyworld.messefrankfurt.com

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 & 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

Beautyworld Japan West
INTEX Osaka
18 – 20 October 2021