

Press release

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Beautyworld Japan Osaka sets new record for second consecutive year with 15% increase in exhibitors

Nanako Kaku
Tel +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.beautyworldjapan.com
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Beautyworld Japan Osaka is preparing for its 17th edition, taking place from 24 – 26 October 2022 with over 400 exhibitors from four countries and regions (as of 31 August) set to take part. With these rising figures, the fair has attracted more exhibitors than last year as it continues to establish itself as the best place to showcase 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 at this year's fair, namely: "Cosmetics", "Beauty equipment", "Hair", "Nail", "Eyelash", "Business support", "Wellness+Beauty" and "NEXT". While lifestyles have undoubtedly changed amid the pandemic, the Japanese beauty and health industry has remained vibrant, creating new value and becoming more lucrative, and Beautyworld Japan Osaka is ready to contribute to this growing industry.



Beautyworld Japan Osaka 2021 under COVID-19 precautionary measures. Source: Messe Frankfurt Japan

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

On top of the increased exhibitor presence at this year's fair, other good news is also filtering through. Travel restrictions into Japan are gradually being eased, and this is allowing more international companies to exhibit

at Beautyworld Japan Osaka. The fair will welcome exhibitors from Singapore, South Korea and the USA.

Among these, South Korea deserves special mention because of the quality cosmetics and innovative beauty items that the country is renowned for. 15 Korean exhibitors will present their cosmetics, make-up, nail products and other beauty items at the fairground.

Beautyworld Japan Osaka is not only an effective sourcing platform. It also plays an essential role as a learning and networking destination for all participants. A total of 22 organiser-run seminars cover the latest techniques, trailblazing trends and industry related laws and regulations. In addition, 25 presentations will be conducted by exhibitors and industry associations throughout the three days.

To ensure a safe business environment for participants, the organiser, Messe Frankfurt Japan Ltd, will put all of the appropriate safety and hygiene measures in place to protect participants during the duration of the fair, and to prevent the spread of the COVID-19.

Other beauty related shows by Messe Frankfurt include:

- **Beautyworld Middle East**
31 October – 2 November 2022, Dubai World Trade Centre, UAE
- **Beautyworld Japan Fukuoka**
6 – 8 February 2023, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.**
13 – 15 March 2023, Riyadh International Convention and Exhibition Centre, Saudi Arabia
- **Beautyworld Japan Tokyo**
15 – 17 May 2023, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**
24 – 26 July 2023, Portmesse Nagoya, Japan

To find out more, please visit:

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers

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around 180 countries in all regions of 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 using our digital expertise to develop new business models. 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