

Press release

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## Beautyworld Japan Osaka achieves new milestone with 20% exhibitor increase

Saori Odajima / Nanako Kaku  
Tel +81 3 3262-8453  
[press@japan.messefrankfurt.com](mailto:press@japan.messefrankfurt.com)  
[www.jp.messefrankfurt.com](http://www.jp.messefrankfurt.com)  
[www.beautyworldjapan.com](http://www.beautyworldjapan.com)  
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**The largest trade fair for Western Japan's beauty industry is set to open its doors on 16 October with a record number of exhibitors. Running until 18 October at INTEX Osaka, Halls 1 – 6, the fair has expanded to its largest ever scale, reflecting significant growth in the industry. As of 1 September, the 18th edition has already attracted 480 exhibitors (2022: 400) including 212 first time participants. The number of overseas exhibitors has also risen significantly from 17 to 65 compared to the previous edition. Expected to attract 34,500 visitors (2022: 33,408), the fair continues to cement its position as the regional hub for the beauty industry, drawing salon professionals and trade buyers from the region. This growth makes it the best place to showcase a wide range of products, services, techniques and information related to the beauty industry in western Japan.**



Beautyworld Japan Osaka 2022. Source: Messe Frankfurt Japan

Drawing from the success of its sister fair in Tokyo, the Osaka edition is also introducing a new 'Fem more' zone, to provide products and services empowering women's health and well-being. Alongside this, eight product zones will cover a wide range of goods and services for salons, hotels, spas, and the retail trade, namely: Cosmetics, Beauty Equipment, Creative Hair, Nail, Eyelash, Business Support and Wellness+Beauty. The fair also features the 'NEXT' area, where 31 up-and-coming companies will showcase their newly released products and techniques to visitors from western Japan.

Leading the international contingent, Korea and China Pavilions will

Messe Frankfurt Japan Ltd  
4F Sumitomo Fudosan Chiyoda Fujimi  
Building, 1-8-19 Fujimi Chiyoda-ku,  
Tokyo 102-0071 Japan

present a range of skincare cosmetics, makeup, hair, and nail care items that are popular with Japanese importers. The fair also welcomes exhibitors from Israel and Taiwan with cosmetics and hair care items.

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. The show's popular 'Aesthetic stage' and 'Hair & nail stage' conduct a total of 30 organiser-run seminars, including 13 making their debut in Osaka. A series of special wellness and beauty-themed seminars, as well as a number of informative exhibitor presentations are also planned.

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Middle East**  
30 October – 1 November 2023, Dubai World Trade Centre, UAE
- **Beautyworld Japan Fukuoka**  
5 – 7 February 2024, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshows & Conferences**  
11 – 13 February 2024, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Japan Tokyo**  
13 – 15 May 2024, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**  
29 – 31 July 2024, 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 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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](http://www.messefrankfurt.com)

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