

news +++ Beautyworld Japan Osaka
Osaka Japan, 16.-18. October 2023

beautyworld JAPAN OSAKA

Beautyworld Japan Osaka reaches new heights with record exhibitor and visitor numbers

Osaka, 1 November 2023. By all accounts, the 18th edition of Beautyworld Japan Osaka was a major success – attracting more participants than ever before. Expanding to a sixth exhibition hall this year to accommodate ongoing growth, the show, which closed on 18 October 2023 at INTEX Osaka, received high acclaim for its wide product coverage and attendance from major players that are propelling innovation in the industry. Over three bustling days, it attracted 33,829 professional visitors and salon owners from the beauty sector in western Japan.

As a melting pot of business and information exchange, the fair hosted overseas exhibitors from China, Israel, Korea, Taiwan, and the United Arab Emirates. Marking a 31% increase compared to the previous edition in 2022, 522 exhibitors (Japan: 447, Overseas: 75) showcased a diverse range of products, services and techniques spanning cosmetics, aesthetics, nail, hair and beauty equipment for salons, spas and retailers at the show.

In remarks at the opening ceremony, Mr Stephan Buurma, Member of the Board of Management, Messe Frankfurt Group, said: “In October 2020, during the challenging times of the pandemic, Beautyworld Japan Osaka emerged as one of the first trade shows within the Messe Frankfurt Group to resume its business. We were thrilled with the robust turnout of exhibitors and visitors, which made the show a great success. It gave us confidence and reinforced our belief in the strength of the beauty industry.” Mr Buurma continued: “Today, that resilience is manifest once again, as we see over 520 exhibitors and the venue already full of visitors.”



Echoing Mr Buurma's sentiments, exhibitors expressed their satisfaction with the outcome. "On just the first day alone, we have already matched last year's visitor count. One of our primary goals is to meet new customers to expand our business. Surpassing this objective in merely a day has left us more than satisfied," said Ms Miku Nasuno, Chief Product Officer, ARIGATO CO., LTD. She continued: "Beautyworld Japan Osaka definitely opens doors for us to meet potential future business partners."

Ms Mihoko Takemoto, Managing Executive Officer, Renata Co., Ltd voiced similar optimism, stating, "We've had a presence at all four Beautyworld Japan trade fairs this year to increase the visibility of our products. Based on these experiences, we are convinced that these trade fairs are the best platforms to promote our products to local visitors as well as overseas professionals. Since we are planning to expand our business outside of Japan, we've been successful in conducting business discussions with foreign buyers. We are confident in our progress towards achieving our goals."

The increase in satisfaction was not limited to exhibitors; visitors mirrored this positive sentiment in the feedback shared with the organiser. Ms Mako Yamamoto, Executive Director, Messe Frankfurt Japan Ltd, summarised, "Visitors spoke very highly of Beautyworld Japan Osaka as its reputation in the industry makes it a standout choice for sourcing new salon equipment and cosmetics. It was clear that attendees were very engaged and inquisitive about the products on display. Their eager participation was also noticed in fringe events as many joined the show specifically to learn more about the latest style trends and techniques, as well as services and management skills."

Seminars overflow with enthusiastic visitors

Over the course of the three days, the show hosted 24 information-packed seminars. These were divided across two stages which covered a wide range of seminars and demonstrations regarding the latest techniques, management know-how and beauty trends. The popularity of these events was evident with many reaching and even exceeding their capacities.

The next edition of Beautyworld Japan Osaka will be held from 21 to 23 October 2024 at INTEX Osaka.

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

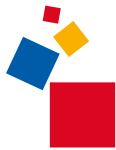
- **Beautyworld Japan Nagoya**
29 – 31 July 2024, Portmesse Nagoya, Japan

Press information and photographic material:

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

Links to websites:

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



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Background information on Messe Frankfurt

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