

news +++ Beautyworld Japan Osaka
Osaka, Japan, 21 – 23 October 2024

beautyworld JAPAN OSAKA

520 exhibitors unveil latest beauty trends and products at Beautyworld Japan Osaka

Osaka, 27 September 2024. Set to attract numerous key players for three days of business and insight exchange, Beautyworld Japan Osaka will reiterate its standing as the largest and most important trade fair for Western Japan's beauty industry. Taking place from 21 – 23 October 2024 at INTEX Osaka Halls 1 – 5 and 6B, the 19th edition will gather around 520 exhibitors from seven countries and regions, namely China, Hungary, Japan, Korea, Lithuania, Thailand and the US. The Korea and China Pavilions are key highlights from the international contingent, and will present innovative products and technologies for the first time to the Japanese market. This edition will also mark the debut of a new zone, 'Tasty', adding essential flavour to the show floor.



Beautyworld Japan Osaka 2023. Source: Messe Frankfurt Japan Ltd

The new zone, Tasty, will display ideal foods and seasonings for salon owners and buyers who aim to offer sustainable and healthy diets to their customers. The fair will consist of nine zones in total, with the others including 'Cosmetics', 'Beauty Equipment', 'Hair', 'Nail', 'Eyelash', 'Business Support', 'Body and Beauty' and 'Fem more'. Moreover, the fair will provide an exclusive area for new brands, 'NEXT', as a platform to establish their presence in the industry. Within 'NEXT', 36 companies will showcase their products and services for the first time to beauty professionals in the Kansai region.

On Day 2, a business presentation between selected overseas exhibitors and Japanese buyers will be held. By showcasing products and then actively discussing opportunities, participants will be able to create new business contacts and further expand their networks.

The Osaka edition will offer a wide range of seminars and demonstrations covering a variety of sectors and their corresponding trends, contributing to the show's key role in the development of the region's beauty industry. A total of 32 seminars will be held over the three-day event across three stages, featuring leading experts in the aesthetics, nail care, hair and management strategy industries. 17 speakers will make their debuts, providing valuable learning opportunities such as demonstrating eyelash, hair-cut and acupuncture techniques along with female care and salon management strategies.

Further shows in the Beautyworld worldwide network:

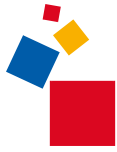
- **Beautyworld Middle East**
28 – 30 October 2024, Dubai World Trade Centre, UAE
- **Beautyworld Central Asia licensed to LLC BMC-LLP**
21 – 23 November 2024, Central Asian Expo, Tashkent, Uzbekistan
- **Beautyworld Japan Fukuoka**
3 – 5 February 2025, Marine Messe Fukuoka, Japan
- **Beauty Expo**
27 – 30 March 2025, Taipei World Trade Centre, Taiwan
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshows & Conferences**
21 – 23 April 2025, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Japan Tokyo**
28 – 30 April 2025, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**
14 – 16 July 2025, Portmesse Nagoya, Japan

Press information and photographic material:

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

Links to websites:

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



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