

# Press

5 February 2018

Beautyworld Japan Fukuoka  
Leading beauty event in the Kyushu region  
Fukuoka Kokusai Centre (Fukuoka, Japan)  
5 – 6 February 2018

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Beautyworld Japan Fukuoka 18-1e

## **Fifth edition of Beautyworld Japan Fukuoka opens its doors today**

### **Over 20 seminars set to be held throughout the two-day fair**

Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, opens its doors today, 5 February, at Fukuoka Kokusai Centre. Since its launch in 2014, the event continues to provide an ideal business platform to anyone seeking trading opportunities or to expand their business in the growing Kyushu beauty market. Heading into its fifth edition, this year will see 96 from two countries (Japan : 95, Pakistan : 1) exhibitors showcasing a variety of products, services, techniques and information related to the fields of cosmetics, aesthetics and nail, hair and beauty equipment for salons as well as for healing, diet, health and medical care.

A record breaking 4,886 beauty professionals visited the fair last year, and demonstrated how the event has established itself as a key platform in the Kyushu region's beauty industry. This year's show is once again expected to welcome high quality professional visitors. In order to offer exhibitors and visitors more time for negotiation, the fair will extend its opening hours by one hour until 18:00 on the first day.

### **A special exhibition area 'NEXT' will be newly introduced**

The venue will be divided into three zones during the show: the 'Beauty equipment zone', the 'Cosmetics zone' and the 'Nail zone'. This zoning will enable visitors to find their target items easily and more efficiently, and will effectively support further business development. In addition, a special exhibition area 'NEXT' has been newly introduced, where exhibitors will showcase their new products and brands to gain opportunities and to become familiar with visitors. This also means visitors get the chance to find brand new items just about to enter the beauty market in the Kyushu region.

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### **Over 20 seminars set to be held throughout the two-day fair**

Beautyworld Japan Fukuoka benefits visitors not only by showcasing the latest products and services, but also by offering a hub for techniques, knowledge and information in the beauty business. Including the popular 'Main stage seminars', a total of 21 seminars, increased from 13 at the last edition, will be held throughout the course of the show, where industry experts share their knowledge and techniques. Eight programmes for aesthetic salons, eight for hair dressing salons, and four for nail salons will be held, as well as a special seminar by the Japan Esthetic Organisation. Each seminar is expected to cover a broad range of topics from demonstrations of the latest techniques to management know-how for salon owners.

Along with its sister fairs, Beautyworld Japan, held every May in Tokyo, and Beautyworld Japan West, held every October in Osaka, Beautyworld Japan Fukuoka promises further success for both visitors and exhibitors.

For details on Beautyworld Japan Fukuoka and its sister fairs, please visit the official website: [www.beautyworldjapan.com](http://www.beautyworldjapan.com)

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Middle East**  
8 – 10 May 2018, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan**  
14 – 16 May 2018, Tokyo Big Sight, Japan
- **Beautyworld Saudi Arabia**  
14 – 16 October 2018, Jeddah Center for Forums and Events, Saudi Arabia
- **Beautyworld Japan West**  
15 – 17 October 2018, INTEX Osaka, Japan

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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). \* preliminary numbers 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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