

Press

16 October 2017

Beautyworld Japan West
The key trade fair for Western Japan's beauty industry
INTEX Osaka
16 – 18 October 2017

Katsuya Kashiwagi, Ayumi Kitajima
Tel. +81 3 3262 8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.beautyworldjapan.com

Beautyworld Japan West 17-2e

12th edition of Beautyworld Japan West starts today

The show expands to three halls and extends opening hours

Beautyworld Japan West, the key trade fair for Western Japan's beauty industry, opens its doors today from 16 October, and will be held until 18 October 2017, at INTEX Osaka. Following Beautyworld Japan, held in Tokyo this year, the fair shows significant expansion by adding one more hall, now with three halls in total (additional exhibition area of 5,119 sqm gross), in response to the requests from many exhibitors to expand their spaces. The show has also extended its opening hours by one hour until 18:00 on the first and second day to offer exhibitors and visitors more time for negotiation. The 12th edition of the fair welcomes 262 exhibitors, including overseas exhibitors from Canada, Germany and Korea¹, showcasing a wide range of products, services, techniques and information related to the fields of cosmetics, aesthetics, nail and beauty equipment for salons, hotels & leisure facilities, wholesalers and retailers throughout the three-day show.



Beautyworld Japan West shows significant expansion in 2017.

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

¹ 2016: 264 exhibitors from 5 countries and regions

In order for visitors to reach their target products and services more easily, the fair has restructured its zonings this year. In addition to the existing dedicated zones for cosmetics, beauty equipment, eyelashes and nails, two new zones for business support and diet & health have been implemented. Also, the former retail business area has been integrated into the 'Retail Zone'. Along with these seven zones, the 'NEXT' special exhibition area will once again appear due to its high popularity. Exhibitors in this area will showcase their new products and brands to the beauty market in Western Japan for exposure to over 20,000 expected visitors, while visitors also get a chance to find brand new items.

Beautyworld Japan West is also a hub for techniques, knowledge and information in the beauty business in Western Japan. The popular Main Stage Seminars are held every day during the fair, where industry experts will share their knowledge and techniques. Seven programmes for aesthetic salons, five programmes for hair dressing salons, and four programmes for nail salons have been planned throughout the three days this year. The sessions cover a broad range of topics from demonstrations of the latest techniques for professionals to management know-how for salon owners. The show also hosts the premium seminar for aesthetic salon owners for a selected number of attendees, as well as the informative exhibitor presentations and the association seminars by Japan Aesthetic Examination Centre and Japan Aesthetic Organisation.

Additionally, four seminars specialised in nail salon management will be newly held this year in collaboration with Nail University, which is a community for nail salons and manicurists dedicated to the development of the nail industry.

For details on Beautyworld Japan West and its related fairs, please visit the official website at: www.beautyworldjapan.com.

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Japan Fukuoka**
5 – 6 February 2018, Fukuoka Kokusai Centre, Japan
- **Beautyworld Middle East**
8 – 10 May 2018, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan**
14 – 16 May 2018, Tokyo Big Sight, 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 2,300 employees at some 30 locations, the company generates annual sales of around €647 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

Beautyworld Japan West
INTEX Osaka
16 – 18 October 2017

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 | www.congressfrankfurt.de | www.festhalle.de