

Press release

27 April 2018

## Beautyworld Japan West preparing for the 2018 edition

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

BeautyworldJapanWest18\_1e

**Beautyworld Japan West, the leading trade fair for the beauty and spa industry in western Japan, is preparing for its 13<sup>th</sup> edition, taking place from 15 – 17 October (Mon – Wed) 2018 at INTEX Osaka. The fair showcases a wide range of products, services, techniques and information related to the fields of cosmetics, aesthetics and nail & beauty equipment for salons, hotels & leisure facilities, wholesalers and retailers.**

The last edition of the event in 2017 showed significant expansion by adding one more hall, with three halls in total, in response to requests from many exhibitors to expand their booths. As a result, the fair gathered 262 exhibitors from four countries and regions, as well as a record-breaking 21,492 visitors from 22 countries and regions.



Beautyworld Japan West in 2017: crowded with over 20,000 visitors from the western Japan beauty sector

### **‘Hair zone’ newly added to the seven existing zones in 2018**

The 13<sup>th</sup> edition of Beautyworld Japan West this year will be divided into eight zones, enabling visitors to find their target items easily and efficiently. In addition to the current ‘Cosmetic zone’, ‘Eyelash zone’, ‘Business support zone’, ‘Retail zone’, ‘Beauty equipment zone’, ‘Nail zone’ and ‘Diet & health zone’, the newly implemented ‘Hair zone’ is where hair products, techniques and services will be presented for hair salons and barber shops. What’s more, the special exhibition area ‘NEXT’ will once again provide exhibitors with the opportunity to showcase their new products and brands to over 20,000 visitors from the western Japan beauty market, while visitors also get a chance to find

Messe Frankfurt Japan Ltd.  
7F Shosankan 1-3-2 Iidabashi Chiyodaku  
102-0072 Tokyo Japan

brand new items. The show will come back to Halls 3 – 5 of INTEX Osaka, being expected to occupy a record-breaking exhibition net space, and will be billed as a must-attend professional platform for the beauty industry in western Japan. Almost 80% of total space is already booked by exhibitors, with five months still to go until Beautyworld Japan West 2018 opens.

Beautyworld Japan West is also a hub of techniques, knowledge and information for the beauty industry. The popular 'Main stage seminars' will be held on an open stage every day during the fair, where industry experts share their knowledge and skills. The sessions will cover a broad range of topics, from demonstrations of the latest techniques for professionals to management know-how for salon owners. The show will also host a 'Nail on stage' event introducing the latest nail trends. A 'Premium seminar' for aesthetic salon owners will also be held again for a select number of attendees, as well as the informative exhibitor presentations.

With its sister fairs Beautyworld Japan Fukuoka, held every February in Fukuoka, and Beautyworld Japan, held every May in Tokyo, Beautyworld Japan West promises further success for participants and provides an active business platform for the beauty and spa industry in western Japan.

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 Fukuoka**  
4 – 5 February 2019, Fukuoka Kokusai Centre, Japan

**Press information and photographic material:**

<https://www.jp.messefrankfurt.com/tokyo/en/media/consumer-goods/beautyworldjapanwest/news.html>

**Links to websites:**

<https://www.facebook.com/BeautyworldJapan1/>  
<https://twitter.com/BeautyworldJP>

**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

Beautyworld Japan West  
INTEX Osaka  
15 – 17 October 2018

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)