

Press release

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Largest ever edition of Beautyworld Japan opens with newly implemented 'Hair Zone'

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BeautyworldJapanWest18_2e

Beautyworld Japan West, the key trade fair for Western Japan's beauty industry, opens its doors on 15 October, and will be held until 17 October 2018, at INTEX Osaka Halls 3 – 5. In response to the many requests from exhibitors, the 2018 edition again grew by 10% in exhibition area. With 18,201 sqm gross, it is the largest show in the fair's history.

The 13th edition of the fair welcomes a record-breaking number of 294 exhibitors, including 10 overseas exhibitors from Germany, Indonesia, Korea, the United Arab Emirates and more¹, showcasing a wide range of products, services, techniques and information related to the fields of cosmetics, aesthetics, nail and beauty equipment for salons, hotels and leisure facilities, wholesalers and retailers throughout the three-day show.



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

In order for visitors to reach their target products and services more easily, the fair is divided into eight zones. 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' will have hair products, techniques and services presented for hair salons and barber shops. What's more, the special exhibition area 'NEXT' once again provides 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

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¹ 2017: 262 exhibitors from 4 countries and regions

chance to find brand new items.

Responding to the increasing number of overseas visitors, especially from Asia, the show has a new information corner where participants are provided with interpreter services (English, Chinese and Japanese) and business matching services.

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. Nine programmes for aesthetic salons, four 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 a premium seminar for aesthetic salon owners for a selected number of attendees, as well as the informative exhibitor presentations and the association seminars by the Japan Aesthetic Examination Centre and the Japan Aesthetic Organisation.

Additionally, three seminars specialising in nail salon management will be held 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 www.beautyworldjapan.com.

Other beauty-related shows by Messe Frankfurt include:

- **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
- **Beautyworld Middle East**
15 – 17 April 2019, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan**
13 – 15 May 2019, Tokyo Big Sight, 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>

Beautyworld Japan West
INTEX Osaka
15 – 17 October 2018

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de