

## Press

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Beautyworld Japan  
The largest trade fair for the beauty and spa industries in Japan  
Tokyo Big Sight  
15 – 17 May 2017

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Beautyworld Japan 17-3e

**Beautyworld Japan's 20<sup>th</sup> anniversary edition comes to a spectacular end, attracting over 70,000 visitors in three days**

**Expanding to 6 halls in total, the 624 exhibitors and new zones were well appreciated by attendees**

The 20<sup>th</sup> anniversary edition of Beautyworld Japan, the largest trade fair for the beauty and spa industries in Japan, closed its three-day run with major success on 17 May at Tokyo Big Sight East, halls 3 – 8. Covering six halls in total, they were occupied by a record-breaking 624 exhibitors (Japan: 526, Overseas: 98) from 16 countries and regions including France, Germany, Hong Kong and Italy, as well as pavilions from China, Korea and Taiwan<sup>1</sup>. The fair showcased a variety of products, services, techniques and information related to the fields of cosmetics, aesthetics, nail, hair and beauty equipment for salons as well as healing, dieting and health. Gathering a total of 73,034 visitors, an increase of 8,456 compared to the previous edition, the show was again billed as the must-attend platform in the beauty industry in Japan and the rest of Asia this year<sup>2</sup>.



The 20<sup>th</sup> anniversary edition welcomed over 70,000 beauty professionals from around the world.

Mesago Messe Frankfurt Corporation  
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<sup>1</sup> 2016: 535 exhibitors from 14 countries and regions

<sup>2</sup> 2016: 64.578 visitors from 41 countries and regions

The new 'Platinum Hall' located at hall 7 served as a premier platform for beauty equipment and cosmetic manufacturers, as well as overseas exhibitors and international pavilions. It was exclusively dedicated to exhibitors that target orders instead of direct sales. Mr. Naoki Miyakawa, Director of Ad/PR of Indiba-Japan Co Ltd, which has exhibited regularly since the launch of the fair in 1998, commented: "We decided to move to the 'Platinum Hall' as we agreed with the concept of the hall. Our choice was right. It had a composed atmosphere which was perfect for us to hold good talks with our important clients as well as new and potential customers. As a result, the amount of each order we received increased dramatically. We are very happy with the outcome."

'Creative HAIR' was a new area in hall 8, and gathered extensive hair products and techniques for beauticians to obtain ideas for their new services. Mr. Kanichiro Tajiri, Managing Director of WAHL Japan Corp, which made its debut, said: "It is very important for us to communicate with salon owners and beauticians as we directly sell our electric hair clippers to salons. We are so satisfied that we met so many of them from all over Japan throughout the three days. We will make full use of their opinions for our product development in the future, too." Another satisfied comment also proved the success of the fair. Mr. Hayato Iwami, Sales Manager of E5 Co Ltd said: "We became the sole agent for a hair extension producer from Germany called 'hairtalk' at the end of last year. We participated at Beautyworld Japan Fukuoka for the first time in February and got a very good result from it, and this is why we decided to participate in Beautyworld Japan in Tokyo. The result was far beyond our expectation, and we got more than 500 good contacts from salon owners and beauticians. We are looking forward to following up with them. Of course, we will also consider our participation at Beautyworld Japan West in Osaka this October."

The existing 'Retail business area' and 'Salon business area' were located at halls 4, 5 and 6, while the 'Academic zone' was newly installed in the 'Salon business area'. There, all types of professional beauty schools gathered, and it was crowded with beauticians, aestheticians and manicurists who were looking for career development opportunities. 'Tokyo Nail Forum' took place at hall 3, and covered the latest products and introduced top-class nail art techniques through a wide range of stage events and demonstrations.

In addition to the main programme which was held at the 'Main stage seminar' in 'Platinum hall' and the 'Hair stage' in 'Creative HAIR', premium seminars for aesthetic salon owners were held for a limited number of attendees. All sessions were full of participants eager to absorb information on the latest techniques and practical knowledge in a more concentrated environment. There were also other informative events such as exhibitor presentations, business seminars and association seminars on various themes, all of which were popular throughout the three days.

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The next Beautyworld Japan will be held from 14 – 16 (Mon – Wed) May 2018 at Tokyo Big Sight. For details, please visit the official website: [www.beautyworldjapan.com](http://www.beautyworldjapan.com).

Other beauty related shows by Messe Frankfurt include:

- **Beautyworld Japan West**  
16 – 18 October 2017, INTEX Osaka, Japan
- **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

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 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](http://www.messefrankfurt.com).

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