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beautyworld

JAPAN WEST



19 – 21 October 2020

INTEX Osaka

www.beautyworldjapan.com

Enquiry

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 messe frankfurt

Gain access to Western Japan's beauty industry!



Beautyworld Japan West is the optimal platform for exhibitors to penetrate Western Japan's beauty sector, the country's second largest market. Last year's edition fostered fruitful sales negotiations between 371 exhibitors and 28,566 trend-conscious visitors.

The show's upcoming 15th edition will take place at INTEX Osaka and will expand with a new exhibition area. Beautyworld Japan West 2020 is prepared to help nurture even more business relationships by covering all types of beauty products, techniques and services.

Join Beautyworld Japan West to expand your business in Western Japan!

Fair profile

- Name: Beautyworld Japan West (15th edition)
- Date: 19 – 21 October 2020
- Opening hours: 10:00 – 18:00 (Last day until 17:00)
- Venue: INTEX Osaka, Hall 3, 4, 5, 6B
- Organiser: Messe Frankfurt Japan Ltd.
- Exhibitors: 371*
- Visitors: 28,566*

* 2019 figures.



Features

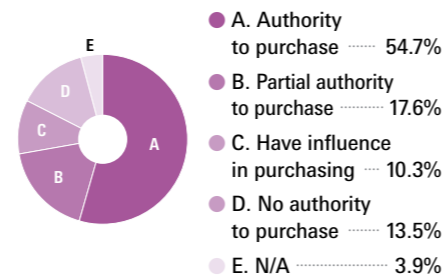
A prime opportunity to tap into the beauty market in Western Japan

With over 78% of its visitors from Western Japan, the show provides key opportunities to enter and expand your business in the region. Notably, over 3,600 of attendees are distributors and importers, which are the two driving forces to help you penetrate the sector.

An efficient and effective platform for sales activities

Of the fair's total visitors, 82% have full or partial decision-making authority, allowing easier engagement during formal negotiations.

Visitor authority



A key tool for learning about the region's beauty salon market

67% of visitors are owners of various salons (esthetic, hair, nail and eyelash), making the show the most effective platform for learning about the Japanese beauty salon market.

High satisfaction rates amongst exhibitors and visitors

According to survey results, 90% of exhibitors and 94% of visitors plan to return to the next fair, proving that fair participants are satisfied with their experiences.

New exhibiting area "Wellness + Beauty"

"Wellness + Beauty", a new area for promoting products and services that help support building a healthy and beautiful body, has now launched! Supplements, food and items that nourish body, improve sleep patterns, keep body warm and so on are most welcome to join this area.

NEW

Visitor promotion

Beautyworld Japan West 2020 is expected to attract over 30,000 visitors with accumulated know-how and visitor networks through the three fairs held in Osaka, Tokyo and Fukuoka. Visitor promotion for the show includes: Promoting overseas exhibitors to distributors and importers by delivering the "overseas exhibitors guide" prior to the fair.

Other promotion activities include:

- Direct mail to industry professionals (free admission tickets and postcards to industry professionals)
- Direct mail to target visitors (e-magazines)
- Technique seminars with popular instructors
- Promotion in trade press

Product group

- Cosmetics
- Natural & organic
- Beauty equipment
- Beauty supplements
- Spa & wellness
- Nail
- Diet & health
- Salon furniture & items
- Beauty accessories
- Eyelash
- Hair
- OEM & packaging
- Business support
- Professional beauty schools
- Other beauty related items

Visitors

- Esthetic, hairdressing, nail & eyelash salons
- Hotels, spas, fitness clubs, massage studios & leisure facilities
- Distributors & wholesalers
- Retailers
- Manufacturers
- Medical institutions
- Press, government agencies, embassies & professional beauty schools

* It is prohibited to exhibit medical devices from overseas under any circumstance.

* Participants are not permitted to bring any kinds of beauty machines / equipment (except scissors, tweezers, nail clippers etc.) and supplements into Japan due to strict import regulations, unless the article has been imported by your local agent in Japan before. For more details, please contact the organiser.

Costs & Zones

Application deadline: 5 June 2020

* Consumption tax will be applied to the prices declared.

Participation fee

Packaged booth plan

Packaged booth comes along when you apply for 1 booth (9㎡). This plan helps you save time and money.

Standard booth (1 booth)

(tax excluded)

1 booth (9㎡ = W3m×D3m)

JPY 418,000

Applicants taking 1 standard booth cannot apply for raw space only.



Do you want to launch a new product, service or information? This area features the next trendsetters with an effective and reasonable package plan. New exhibitors are prioritised.

Special exhibition area NEXT

(tax excluded)

1 booth (4㎡ = W2m×D2m)

JPY 230,000

Available from 1 booth up to 2 booths



The packaged booth includes:

Needle punch carpet / Octanorm wall panel system / Sign (company name, booth number) per open side / Booth number board / LED spotlight / Double electrical outlet / Power supply installation and electricity fee (excess usage of electricity will result in additional charge) / Wastepaper bin / Booth cleaning (except nail type) / Booth construction and dismantling.

Raw space only

Standard raw space (2 booths or more)

(tax excluded)

1 booth (9㎡ = W3m×D3m)

JPY 324,000

Booth fittings, such as octanorm wall panel systems, signs, needle-punch carpet and power supplies are not included and are the exhibitor's responsibility.

Nail raw space *Nail raw space is for nail related product exhibitors only.

(tax excluded)

1 booth (4㎡ = W2m×D2m)

JPY 144,000

Available from 1 booth. Booth fittings, such as octanorm wall panel systems, signs, needle-punch carpet and power supplies are not included and are the exhibitor's responsibility.

Rental stands

An economical and convenient rental stand is available for order.

For standard raw space

(tax excluded)

Booth image	Type A	Type B	Type C
2 booths (18㎡)	JPY 159,000	JPY 192,000	JPY 204,000
3 booths (27㎡)	JPY 233,000	JPY 275,000	JPY 286,000

For nail raw space

(tax excluded)

Booth image	
1 booth (4㎡)	JPY 104,000
2 booths (8㎡)	JPY 161,000
3 booths (12㎡)	JPY 219,000

The rental stand includes:

Needle punch carpet / Octanorm wall panel system / Sign (company name, booth number) per open side / Booth number board / LED spotlight / Double electrical outlet / Power supply installation and electricity fee (excess usage of electricity will result in additional charge) / Wastepaper bin / Booth cleaning (except nail type) / Booth construction and dismantling.

* Participation fee is not included.

* Rental stand fee is set according to the rate of primary materials.

* For further details, you may check our official fair website.



Rental stand

Pricing example

2 standard raw space (18㎡) with rental stand type A

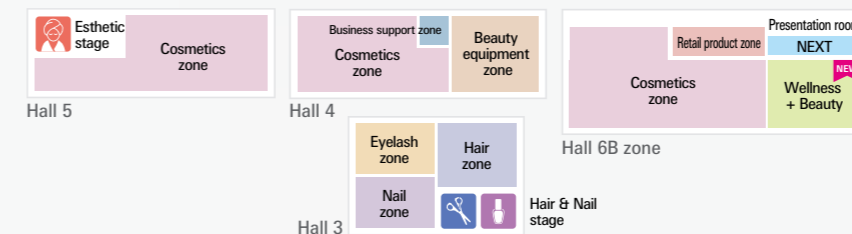
Participation fee **JPY 648,000** + Rental stand **JPY 159,000** = Total **JPY 807,000**

1 nail raw space (4㎡) with rental stand

Participation fee **JPY 144,000** + Rental stand **JPY 104,000** = Total **JPY 248,000**

Various beauty products, techniques and services are exhibited in each categorised zone.

- Wellness + Beauty NEW
- Cosmetics zone
- Beauty equipment zone
- Eyelash zone
- Nail zone
- Business support zone
- Retail product zone
- Hair zone
- NEXT

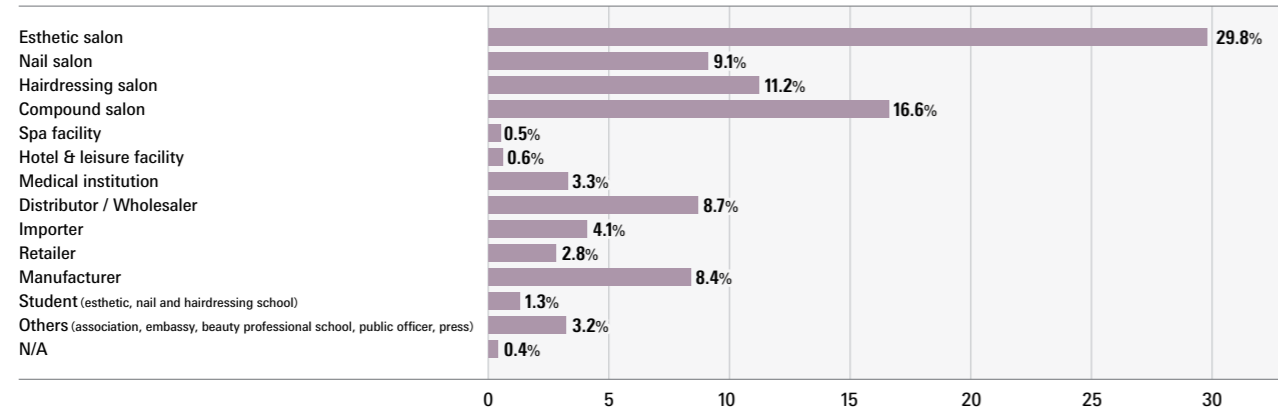


Triple discount:
5% off raw space fee

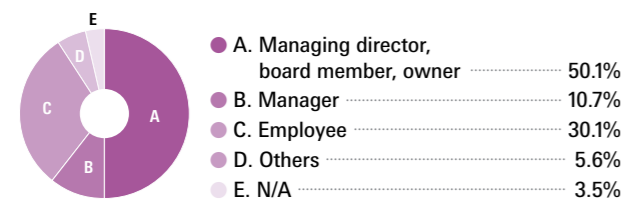
*For participants at both Beautyworld Japan Fukuoka and Beautyworld Japan in 2020, except "NEXT" exhibitors.

Number of visitors 28,566 visitors from 28 countries and regions (Domestic: 27,276 / Overseas: 1,290)

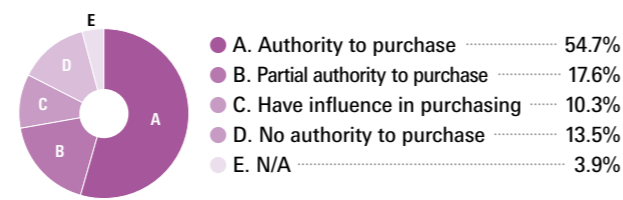
Industrial categories (occupation)



Visitor profile



Visitor authority



Visitor comments

"What has brought myself and my team here is that Asia is a hub for innovation in the world of beauty, in both cosmetics and skincare. There are a number of companies we have spoken to that we will be in touch with, particularly in the supplement and ingestible area. There are also a couple of skincare brands that we will be following up on. Our intention is to scan the world for the best in product and product innovation and we have certainly found that here."
 Ms Karen Wells, Head of Buying – Beauty & Home Fragrance, Lifestyle, Landmark Group

Number of exhibitors 371 exhibitors / 13 countries and regions (Domestic: 325 / Overseas: 46)

Exhibitor comments

"It's our second time participating at Beautyworld Japan West and we realised again that the number of visitors is exceptionally high, just like during the Tokyo show. Osaka is a market we can't miss, because we promote products throughout Japan. That's why this is a must-attend event for us."
 Mr Yuji Sawabe, Manager, Maxell, Ltd.

"We introduce original eyebrow designing methods as well as brow extension and waxing. We have decided to participate because Beautyworld Japan is the largest trade fair. It attracts hair and eyelash salon professionals and we intend to expand the marketplace for eyebrow-related products from here."
 Ms Reina Fukumori, Executive managing director, T.R Co.,Ltd.

Maximise your results with promotional tools!

Use our promotional tools to achieve your goals and benefit from Beautyworld Japan even more! We proudly offer different kinds of effective tools. Year-round advertising and sponsorship opportunities are also available for a long-term promotion covering all three Beautyworld Japan fairs in Tokyo, Osaka, and Fukuoka.

* Basic promotional tools (free admission tickets for visitors, official banners and logos) are included in the participation fee.

Basic free promotional tools Use them to invite your key customers!

Free admission tickets & stickers

Banners & logos

Online exhibitor search

Register your product and company information so that potential clients can find you more easily before and after the fair.

Extra advertising tools Maximise your visibility to reach more potential partners

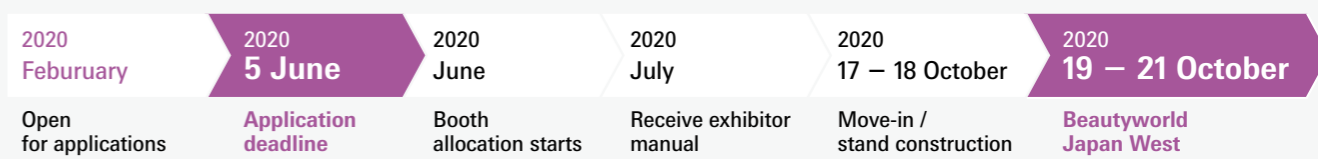
Advertise in the official fair guide.

Banner on the official fair website.

On-site advertising board.

For more details, please contact us at promotion@japan.messefrankfurt.com

Schedule



OSAKA

beautyworld

JAPAN WEST

19 – 21 October 2020

INTEX Osaka

FUKUOKA

beautyworld

JAPAN FUKUOKA

8 – 9 February 2021

Fukuoka Kokusai Center

TOKYO

beautyworld

JAPAN

17 – 19 May 2021

Tokyo Big Sight