

Press release

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Beautyworld Japan West to install a new Wellness+Beauty area for the 2020 edition

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BeautyworldJapanWest20_1e

Beautyworld Japan West, the leading trade fair for the beauty and spa industry in western Japan, is preparing for its 15th edition, taking place from 19 – 21 October (Mon – Wed) 2020 in halls 3, 4, 5 and 6B of INTEX Osaka. Featuring a new exhibiting area named Wellness+Beauty, the fair is expected to reach its largest scale to date.

With solid year-on-year increases in participation figures, Beautyworld Japan West continues to establish itself as a must-attend professional platform for the beauty industry in western Japan. Having expanded into Hall 6B, the 2019 edition of the show attracted a record 371 exhibitors from 13 countries and regions (Domestic: 325, Overseas: 46)¹, as well as 28,566 visitors from 28 countries and regions (Domestic: 27,276, Overseas: 1,290)².



Beautyworld Japan West in 2019 crowded with over 28,000 visitors. Source: Messe Frankfurt Japan

15th edition to introduce a new Wellness+Beauty exhibiting area

Following a well-received 2019 edition, Beautyworld Japan West is once again set for a significant expansion. In addition to halls 3, 4 and 5, the fair will extend to occupy the whole of hall 6B with a new Wellness+Beauty area. The new area will feature products and services such as supplements as well as health food and products. Apart from the Wellness+Beauty area, the venue will feature seven distinct zones, namely the 'Cosmetic zone', the 'Eyelash zone', the

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¹ 2018: 292 exhibitors from five countries and regions (Domestic: 281, Overseas: 11)

² 2018: 24,474 visitors from 34 countries and regions (Domestic: 23,711, Overseas: 763)

'Business support zone', the 'Retail product zone', the 'Beauty equipment zone', the 'Nail zone' and the 'Hair zone'.

The special exhibition area 'NEXT' will also return to provide up-and-coming brands the opportunity to showcase their new products, and give visitors the chance to find novel items.

Beautyworld Japan West is also a hub of techniques, knowledge and information for the beauty industry. The shows' popular 'Aesthetic stage' and 'Hair & nail stage' will be back again as the destination for industry experts to share their knowledge and techniques through various seminars and demonstrations. A series of special seminars themes all around wellness and beauty, as well as a number of informative exhibitor presentations are also planned.

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

Other beauty-related shows by Messe Frankfurt include:

Beautyworld Middle East

17 – 19 August 2020, Dubai International Convention and Exhibition Centre, UAE

Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.

29 September – 1 October 2020, Jeddah Center for Forums and Events, Saudi Arabia

Beautyworld Japan Fukuoka

8 – 9 February 2021, Fukuoka Kokusai Centre, Japan

Beautyworld Japan

17 – 19 May 2021, Tokyo Big Sight, Japan

Press information and photographic material:

<https://beautyworld-japan-west.jp.messefrankfurt.com/osaka/en/press.html>

Social media:

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

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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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

Beautyworld Japan West
INTEX Osaka
19 – 21 October 2020

services. Headquartered 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

* preliminary figures 2019