

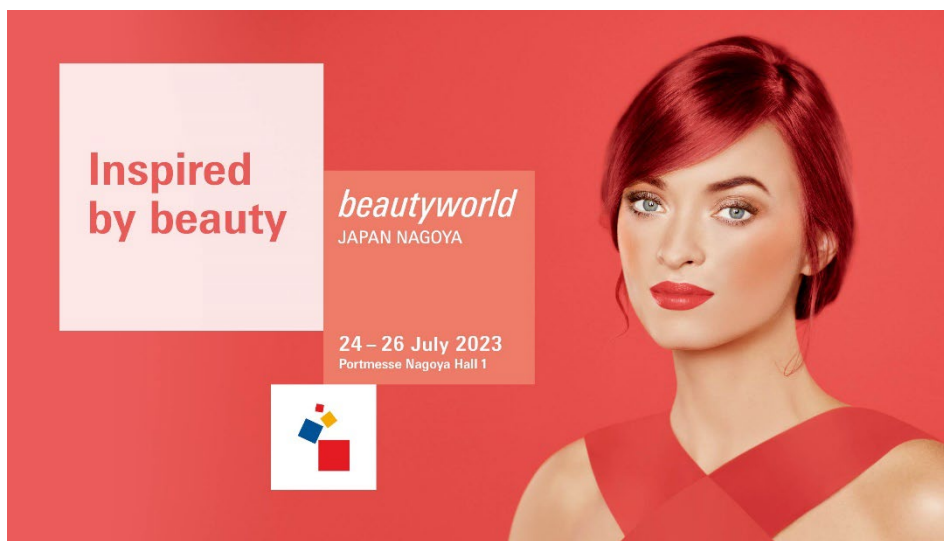
Press release

30 May 2022

## Beautyworld heads to Nagoya in 2023 – a fourth location for the trade fair series in Japan

Nanako Kaku  
Tel +81 3 3262-8453  
press@japan.messefrankfurt.com  
www.jp.messefrankfurt.com  
www.beautyworldjapan.com  
BWJN2023\_1e

Messe Frankfurt has made the decision to launch a Nagoya edition of its popular series of Beautyworld Japan trade fairs. The inaugural edition is set to take place from 24 – 26 July 2023 at Portmesse Nagoya, Nagoya International Exhibition Hall, with an expansive showcase of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons and beauty professionals. The show is expected to attract approximately 150 exhibitors and 7,000 visitors over the three-day period.



Nagoya is the capital and largest city of Aichi Prefecture located in the Chubu area (adjoining the centre of the Japanese archipelago), and the fourth-largest city in Japan with a population of 2.3 million. Aichi prefecture, with a population of 7.6 million, is famous for its automotive, aerospace and ceramic industries and is home to the Toyota Motor Corporation.

First held in 1998, Beautyworld Japan Tokyo has now established itself as one of the largest beauty industry trade fairs in Japan and is held every May. A sister fair was launched in Osaka in 2006 and is held each October, while a third event was introduced to Fukuoka in 2014 and is held in February. The fourth fair and newest addition to the series, Beautyworld Japan Nagoya will fulfil strong demand from exhibitors and visitors for a show in the Chubu area, and will build on the success of Beautyworld Japan in Tokyo, Osaka and Fukuoka.

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

“We are very pleased to be able to introduce Beautyworld Japan in Nagoya, the business center of the Chubu area, which has huge potential with approximately 36,000 beauty salons in the region, the same number as in Kansai where Beautyworld Japan Osaka is held,” says Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd. “Surveys show that the population in Aichi Prefecture in particular tend to spend high amounts of money on beauty care, and are said to be trend sensitive and active consumers. We strongly believe that Beautyworld Japan Nagoya can additionally energise the beauty industry in the region and contribute to its further growth. We are looking forward to meeting many new and existing participants at the show.”

For the detailed programme of events and updated information on Beautyworld Japan Nagoya, please visit: <https://beautyworld-japan-nagoya.jp.messefrankfurt.com/nagoya/en.html>

Other beauty-related shows by Messe Frankfurt include:

**Beautyworld Japan Osaka**

24 – 26 October 2022, INTEX Osaka, Japan

**Beautyworld Middle East**

31 October – 2 November 2022, Dubai World Trade Centre, UAE

**Beautyworld Japan Fukuoka**

6 – 8 February 2023, Marine Messe Fukuoka, Japan

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

13 – 15 March 2023, Riyadh International Convention & Exhibition Centre, Saudi Arabia

**Beautyworld Japan Tokyo**

15 – 17 May 2023, Tokyo Big Sight, Japan

For more details please visit [www.beautyworld.messefrankfurt.com](http://www.beautyworld.messefrankfurt.com)

**Links to websites:**

<https://beautyworldjapan.jp.messefrankfurt.com/japan/en.html>

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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

Beautyworld Japan Nagoya  
24 – 26 July 2023  
Portmesse Nagoya, Nagoya International  
Exhibition Hall

consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021

Beautyworld Japan Nagoya  
24 – 26 July 2023  
Portmesse Nagoya, Nagoya International  
Exhibition Hall