

Press release

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## Over 200 exhibitors confirmed for inaugural Beautyworld Japan Nagoya

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**The new addition to Japan's leading beauty trade fair series Beautyworld Japan is scheduled to take place in Nagoya from 24 – 26 July 2023 in Portmesse Nagoya Hall 1. With less than two months to go until the opening day, over 200 participants have signed up to conduct business with more than 12,000 expected trade visitors. With these encouraging initial participation figures, the show is poised to establish itself as the best destination in central Japan to source a wide range of products, services, techniques and information related to the beauty industry.**



Beautyworld Japan Tokyo 2023. Photo: Messe Frankfurt Japan

The exhibition will cover four core product zones: Hair, Cosmetics, Nail & Eyelash, and Beauty Equipment. These zones will provide extensive sourcing and business opportunities for both salon owners as well as visitors who are eager to discover the latest products. In addition, the NEXT area is dedicated exclusively to start-up companies. Out of the 25 up-and-coming brands participating, many are launching their products for the first time, using the platform as an incubator for business and visibility.

The fair also aims to catalyse collaborations between education and industry. With the support of Nagoya City, the "Industry-Academia Collaboration Project" will debut at the fair. Chukyo University, one of the leading universities in the Aichi Prefecture, will participate in this project. The goal is to develop new business in the prefecture by building a bridge between the university's research and expertise and exhibitors as well as visitors.

There will also be other professional trainings in abundance: Over the three days, the fair will offer 26 seminars and demonstrations covering

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the latest techniques, management know-how and beauty trends across the fairground.

The Main Stage will feature practical advice on skin care, head spa techniques, ladies updo hairstyles, dyeing tips, fem tech, business trends and management skills for salon managers and related professionals. The Event Stage will demonstrate popular eyelash and eyebrow grooming techniques for hairdressers as well as nail, wellbeing and pressure point massage methods.

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**  
16 – 18 October 2023, INTEX Osaka, Japan
- **Beautyworld Middle East**  
30 October – 1 November 2023, Dubai World Trade Centre, UAE
- **Beautyworld Japan Fukuoka**  
5 – 7 February 2024, Marine Messe Fukuoka, Japan
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshows & Conferences**  
11 – 13 February 2024, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Japan Tokyo**  
13 – 15 May 2024, 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 one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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)

\*Preliminary figures for 2022

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Portmesse Nagoya Hall 1  
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