

Press release

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Inaugural Beautyworld Japan Nagoya welcomes over 15,000 visitors

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The first edition of Beautyworld Japan Nagoya closed on 26 July 2023 with resounding success at Portmesse Nagoya Hall 1. As a sister exhibition to Beautyworld Japan Tokyo, the country's largest beauty fair, the Nagoya edition opened a new chapter for the industry in the Chubu region. It attracted 15,625 visitors during the three-day period, far exceeding the initial estimate of 12,000. 222 exhibitors (Japan: 220, Overseas: 2), including participants from China and South Korea, presented a wide range of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons, hotels and retailers throughout the show.



Beautyworld Japan Nagoya 2023 sees strong visitor footfall. / Source: Messe Frankfurt Japan Ltd

The fair covered four core product zones: Hair, Cosmetics, Nail & Eyelash, and Beauty Equipment, with an additional 'NEXT' area introduced for start-up companies. The inaugural edition presented a unique opportunity to showcase newly released products and techniques to the local market, with participants conducting business meetings throughout the venue.

“On the morning of the show's opening, we staffed the booth with a small team, but the response from visitors to our products was overwhelmingly positive. As a result, we urgently had to increase our staff,” said Mr Akihiro Goji, Vice President of JIBUNDE, INC. JAPAN. He continued, “The exhibition provided good exposure to salon professionals. We will continue to attend all four Beautyworld Japan fairs.”

Following the easing of pandemic restrictions, many companies are reinvigorating their presence at trade fairs. Ms Shiho Omori, Manager of KINUJO INC. expressed: “Because of the pandemic, we stopped attending trade shows. When considering ways to raise our visibility in

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the beauty industry, we realised that exhibiting at Beautyworld Japan fairs was the optimal choice. We have since participated at the Tokyo and Nagoya fairs and not only has our brand awareness improved, but our products have sold well.”

The inaugural Nagoya show attracted participants that have been exhibiting at other Beautyworld Japan fairs for years. Ms Tomomi Tsuda, Senior Managing Director of WORLD BEAUTY WORKS CO., LTD said: “Our main aim in attending the Nagoya show was to meet new nail salon owners in the Chubu region to expand our business. Most of the visitors we met here are planning to open their own salon businesses; we are therefore confident that we can develop new business relationships in the region.”

The show offered a wide range of seminars and demonstrations covering the latest techniques, management know-how and beauty trends. The seminars were divided into two stages. The Main Stage highlighted facial massage techniques, men’s aesthetics and hair care for beauty professionals eager to learn new trends. At the Event Stage, industry experts shared their knowledge and techniques with visitors seeking to apply these insights in their salons. Many seminars exceeded their capacities, with visitors overflowing into standing room.

The next edition will take place from 29 – 31 July 2024 at Portmesse Nagoya. For more details, please visit the official website at <https://beautyworldjapan.jp.messefrankfurt.com/japan/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

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 2,160 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 €454 million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and

Beautyworld Japan Nagoya
Portmesse Nagoya Hall 1
24 – 26 July 2023

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

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