

# Press

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Beautyworld Japan Fukuoka  
Leading beauty event in the Kyushu region  
Fukuoka Kokusai Centre (Fukuoka, Japan)  
6 – 7 February 2017

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Beautyworld Japan Fukuoka 17-2e

## **The 4<sup>th</sup> Beautyworld Japan Fukuoka ended successfully with 10% growth in visitor numbers**

### **Newly implemented zoning was very well received by participants**

The fourth edition of Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, closed its doors on 7 February 2017 after hosting 93 exhibitors at the Fukuoka Kokusai Centre. The two-day fair was a great success and welcomed 4,886 professional visitors, a 10% increase from the last edition. Having achieved record-breaking visitor figures, the show cemented its position as a must-attend trade event for the beauty industry in the Kyushu region. The expo launched in 2014 as the latest addition to the well-known Beautyworld fairs and has since continued to receive wide praise from satisfied participants.



Beautyworld Japan Fukuoka in 2017

Much of the feedback gathered from participants revealed that the fair is an ideal business platform for both exhibitors and visitors seeking opportunities to enter new partnerships or expand their businesses in Kyushu's growing beauty market. Ms Miku Ogatsu of Doyuu Co Ltd commented: "We participate in all of the Beautyworld Japan fairs and the

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Fukuoka edition was the one we were especially looking forward to. Most of the visitors in Fukuoka cannot come to Beautyworld Japan in Tokyo and Osaka. They seemed to be hungrier for information on the latest products and techniques. Their energy always makes us come back to the next show.”

“We already have one small office with a salesperson in Fukuoka, but we have not been able to achieve good results,” said Mr Tatehiro Ishii, Director of the Sales Division at Wave Corp Co Ltd. He continued: “This is why we decided to participate in Beautyworld Japan Fukuoka for the first time. We met visitors from the surrounding area of Kyushu and had enough time to talk to each one. We now know that exhibiting at this show is the most efficient way to explore the Kyushu market and we are very happy with the results.”

### **Newly implemented zoning was very well received by participants**

Zoning by product categories was newly implemented this year and the venue was divided into three zones: the ‘Beauty Equipment Zone’, ‘Cosmetics Zone’ and ‘Nail Zone’. These zones enabled visitors to find their target items easily and efficiently, and were very well received by both visitors and exhibitors.

The fair not only benefited visitors by showcasing the latest products and services, but also by offering a wealth of techniques, knowledge and information. The popular ‘Main Stage Seminars’, where industry experts share their knowledge and techniques, were held again during the fair. Themes and topics were diverse as ever and covered aesthetics, hair, nails and total beauty. The show also hosted informative ‘Special Technique Seminars’, ‘Exhibitor Presentations’ as well as the ‘Nail on Stage’ where experts from the front line of the nail industry shared their top-class nail art techniques and introduced the latest trends.

The fifth edition of Beautyworld Japan Fukuoka will be held from 5 – 6 February 2018 at the Fukuoka Kokusai Centre to continue contributing to the ongoing growth of the beauty and spa industry in the Kyushu region. For details on Beautyworld Japan Fukuoka and its sister fairs, please visit the official website: [www.beautyworldjapan.com](http://www.beautyworldjapan.com).

Other Beautyworld shows by Messe Frankfurt include:

- **Beautyworld Middle East**  
14 – 16 May 2017, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan**  
15 – 17 May 2017, Tokyo Big Sight, Japan

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- **Beautyworld Japan West**  
16 – 18 October 2017, INTEX Osaka, Japan

**Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €640\* million in sales and employing 2,364\* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138\* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to 10 exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

Messe Frankfurt is publicly owned, with the City of Frankfurt holding 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 2016