

Press

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Beautyworld Japan Fukuoka
Leading beauty event in the Kyushu region
Fukuoka Kokusai Centre (Fukuoka, Japan)
5 – 6 February 2018

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Beautyworld Japan Fukuoka 18-2e

The 5th edition of Beautyworld Japan Fukuoka draws to a successful close, welcoming 4,582 visitors

Over 20 seminars attended by beauty professionals from the Kyushu region

The fifth edition of Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, closed its doors on 6 February 2018 after hosting 96 exhibitors at the Fukuoka Kokusai Centre. The two-day fair was a great success with a total of 4,582 professional visitors from all over the Kyushu region. The event was launched in 2014 and has established its position as a must-attend trade event for the beauty industry in the Kyushu region since then.



Seminars at Beautyworld Japan Fukuoka in 2018 were extremely well accepted by beauty professionals

Much of the feedback gathered from participants revealed that the fair is an ideal business platform for both exhibitors and visitors seeking opportunities to find new local partners, or to expand their businesses in Kyushu's growing beauty market.

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Ms Yuka Hoshino, Sales Department of BeautyCOLORS LLC,

commented: “This is our debut at Beautyworld Japan Fukuoka and we exhibited nail care products. So many manicurists and owners of nail salons visited our booth, and we had enough time to talk to each one. We are very happy with the results as they are far beyond our targets. We are looking forward to attending the Tokyo edition in May.”

“This is our third participation at Beautyworld Japan Fukuoka, and this year has been the best one for us,” said Mr Hiroki Tsubone, Director of the Sales Division at IRIS Co Ltd. “Our products are depilatory machines for aesthetic salons. We met with salon owners from the surrounding area of Kyushu and closed contracts with many of them. We are very satisfied with the results and will come back next year.”

The newly implemented special area ‘NEXT’, where exhibitors showcased their new products and brands, was very well received by visitors who were looking for the latest developments. Both exhibitors and visitors were happy with the extension of the opening hours by one hour until 18:00 on the first day, allowing them more time for negotiation.

Over 20 seminars attended by beauty professionals from the Kyushu region

The fair not only offered visitors a showcase of the latest products and services, but also an ample platform for techniques, knowledge, inspiration and information. This included the popular ‘Main stage’, consisting of a total of more than 20 seminars, increased from 13 at the last year’s edition. Here, various events were held throughout the course of the show at two seminar venues, where industry experts shared their knowledge and techniques.

A total of eight programmes for aesthetic salons, eight for hair dressing salons, and four for nail salons were held, as well as a special seminar by the Japan Esthetic Organisation. Each of the seminars were extremely well accepted by beauty professionals who were eager to gain an insight in new and innovative techniques or to explore how they can improve their salons.

Ms. Ryoko Kawakubo, owner of Kawakubo Beauty Salon, commented: “I visited the fair for the first time. I am so happy that I was able to attend so many seminars by the lecturers we otherwise couldn’t see in the Kyushu region. I enjoyed discovering the latest techniques and the presentations on salon management know-how. I will come back next year.”

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The sixth edition of Beautyworld Japan Fukuoka will be held from 4 – 5 February 2019 at the Fukuoka Kokusai Centre, and will continue to

contribute 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 show's official website:
www.beautyworldjapan.com.

Other beauty-related shows by Messe Frankfurt include:

- **Beautyworld Middle East**
8 – 10 May 2018, Dubai International Convention and Exhibition Centre, UAE
- **Beautyworld Japan**
14 – 16 May 2018, Tokyo Big Sight, Japan
- **Beautyworld Saudi Arabia**
14 – 16 October 2018, Jeddah Center for Forums and Events, Saudi Arabia
- **Beautyworld Japan West**
15 – 17 October 2018, INTEX Osaka, Japan

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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 services. 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). * preliminary numbers 2017
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