

Press release

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Beautyworld Japan Fukuoka was a tremendous success, welcoming over 5,000 visitors in two days

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BeautyworldJapanFukuoka19_1e

The sixth edition of Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, closed its doors on 5 February 2019 at the Fukuoka Kokusai Centre. The fair showcased a wide range of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons.

The two-day fair was a great success with a record-breaking 112 exhibitors from four countries (Domestic: 108, Overseas: 4) and 5,136 professional visitors from all over the Kyushu region. The event, launched in 2014, has established its position as a must-attend trade event for the beauty industry in the region.

A lot of positive feedback from exhibitors and visitors showed that the fair is an ideal business platform for both exhibitors and visitors seeking opportunities to find new local partners, and to expand their business in Kyushu's growing beauty market.

"We feel that the fair welcomed much more visitors than the previous edition," said Ms Machiko Tsurukawa, Manager of Salon Support Division, Dr. Recella Corp. "We have been busy since the opening of the show. Visitors from the Kyushu region are very determined to gain information on the new products, and we had good discussions and negotiations with them. We are sure we can get good results out of those contacts."

The special exhibition area 'NEXT', where exhibitors showcased their new products and brands, was very well received by visitors who were looking for the latest developments. Mr Kazuki Umemoto, Managing Director of MediProduct Co Ltd, commented: "This is our debut at Beautyworld Japan Fukuoka and we exhibited our brand new shampoo for eyelashes. Our main objective of participation at the show is to gain brand awareness, and the results were far beyond our expectations. The product catalogues we prepared for the show had gone already on the first day, and we had enough time to talk to many salon owners. We are very happy and will be back next year."

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Popular seminars were well 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 17 seminars for aesthetic salons, hair dressing salons and nail salons, 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.



Seminar programmes by popular lecturers at Beautyworld Japan Fukuoka were well attended.

Ms Megumi Harada, owner of Medical Salon ma-chérie, commented: “I am always looking forward to visiting Beautyworld Japan Fukuoka, as I can see so many new products and services, and can attend seminars by lecturers we otherwise couldn't see in the Kyushu region. I enjoyed discovering latest products and techniques, and I am looking forward to introducing them to my customers.”

The seventh edition of Beautyworld Japan Fukuoka will be held from 3 – 4 February 2020 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: ww.beautyworldjapan.com.

Other beauty-related shows by Messe Frankfurt include:

Beautyworld Middle East

15 – 17 April 2019, Dubai International Convention and Exhibition Centre, UAE

Beautyworld Japan

13 – 15 May 2019, Tokyo Big Sight, Japan

Beautyworld Japan West

7 – 9 October 2019, INTEX Osaka, Japan

Beautyworld Japan Fukuoka
Fukuoka Kokusai Centre
4 – 5 February 2019

Beautyworld Saudi Arabia

27 – 29 October 2019, Jeddah Center for Forums and Events, Saudi Arabia

For more details please visit www.beautyworld.messefrankfurt.com

Press information and photographic material:

<https://www.jp.messefrankfurt.com/tokyo/en/press/fair-press/consumer-goods/Beautyworld-Japan-Fukuoka.html>

Social media:

<https://www.facebook.com/BeautyworldJapan1/>

<https://twitter.com/BeautyworldJP>

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 30 locations, the company generates annual sales of around €715* 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).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018