

Press release

30 March 2020

Beautyworld Japan Fukuoka concludes successfully, welcoming 5,160 high quality visitors in two days

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BeautyworldJapanFukuoka20_1e

The seventh edition of Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, closed its doors on 4 February 2020 after hosting a record-breaking 126 exhibitors from four countries (Domestic: 122, Overseas: 4)¹ at the Fukuoka Kokusai Centre. The two-day fair was a great success and welcomed 5,160 professional visitors from all over the Kyushu region².

The fair has established its position as a must-attend trade event for the beauty industry in the region, showcasing a wide range of products, services, techniques and information related to cosmetics, aesthetics, nail, hair and beauty equipment for salons. A lot of positive feedback from attendees showed that the fair was 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.

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 Kenta Kuroki, CEO of Tryangle & Co, commented: "We are a regular exhibitor at Beautyworld's Tokyo and Osaka editions, and we are making our debut at Beautyworld Japan Fukuoka as we are now ready for the Kyushu market. We exhibited our brand new slimming equipment targeting aesthetic salon owners in the region, and we are very happy that so many relevant buyers visited our booth. We had enough time to explain our products to them and many of them concluded contracts on site. We have made a good start in the Kyushu market here. We are very happy and will be back next year."

"We came back to the fair after a five year interval, and we are pleased with our decision to return," said Ms Riho Fujimoto, Instructor, McCoy Co Ltd. "We feel that the fair has attracted a lot more visitors compared to the edition five years ago, and many salon owners came to our booth. We believe we can find many good clients from the contacts we made at the fair, following a lot of good conversations. We are looking forward to participating again next year."

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¹ 2019: 112 exhibitors from four countries and regions (Domestic: 108, Overseas: 4)

² 2019: 5,136 visitors

Stages & seminars were well attended by beauty professionals

The popular 'Stages & seminars' programme, consisting of 16 seminars for aesthetic salons, hair dressing salons and nail salons, invited industry experts to share their knowledge and skills. All sessions were fully booked and participants were eager to gain practical knowledge and find out more about the latest techniques and innovations. The show also hosted a special seminar by the Japan Esthetic Organisation as well as informative exhibitor presentations and associated seminars.



Beautyworld Japan Fukuoka in 2020 crowded with over 5,000 visitors. Source: Messe Frankfurt Japan

The eighth edition of Beautyworld Japan Fukuoka will be held from 8 – 9 February 2021 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 shows official website: www.beautyworldjapan.com.

Other beauty-related shows by Messe Frankfurt include:

Beautyworld Middle East

17 – 19 August 2020, Dubai International Convention and Exhibition Centre, UAE

Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.

29 September – 1 October 2020, Jeddah Center for Forums and Events, Saudi Arabia

Beautyworld Japan West

19 – 21 October 2020, INTEX Osaka, Japan

Beautyworld Japan

17 – 19 May 2021, Tokyo Big Sight, Japan

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

Beautyworld Japan Fukuoka
Fukuoka Kokusai Centre
3 – 4 February 2020

Press information and photographic material:

<https://beautyworld-japan-fukuoka.jp.messefrankfurt.com/fukuoka/en/press.html>

Social media:

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

<https://twitter.com/BeautyworldJP>

<https://www.instagram.com/beautyworldjapanofficial/>

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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 2019