

Press release

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Beautyworld Japan Fukuoka will be held at its largest ever scale in February

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Beautyworld Japan Fukuoka is preparing for its 9th edition, taking place from 7 – 8 February 2022. With less than two months remaining before it opens its doors, the fair is already on course to attract more exhibitors than last year. 126 have signed up as of 10 December, as the fair continues to establish itself as a must-attend trade event, showcasing a wide range of products, services, techniques and information related to the beauty industry in the Kyushu region.

Even amid the COVID-19 pandemic, the Japanese health and beauty industry is vibrant and Beautyworld Japan Fukuoka is ready to contribute to the industry as the very first Beautyworld themed fair of the year in Japan. The 2022 edition will see an expansive range of beauty products and services for salon and retail businesses displayed across four product zones under one roof, namely: “Cosmetics”, “Beauty equipment”, “Nail & Eyelash” and “NEXT”.



Beautyworld Japan Fukuoka 2021 under COVID-19 precautionary measures. Source: Messe Frankfurt Japan

With the opening of the new Shinkansen rail line scheduled in the fall of 2022, the Kyushu economy is expected to see significant benefits. Fukuoka city, the centre of the Shinkansen project, is being redeveloped and is expected to upgrade its position as a major business hub in the region. For companies seeking to expand their business into this area, participating in Beautyworld Japan Fukuoka has become increasingly essential.

Amid the COVID-19 pandemic, people are becoming more health-conscious than ever before in Japan. In response to this, the fair will feature a wide range of products that support not just health, but also beauty. For example, fruit juice, flavoured protein powder, highly-concentrated cocoa chocolate, supplements containing enzymes, natural

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yeast and many other products will be displayed at the organiser-run special showcase “SPOTLIGHTS”.

Beautyworld Japan Fukuoka is not only an effective sourcing platform, but also plays an essential role as a learning and networking destination for all participants. A total of 17 stage seminars will cover the latest techniques, beauty and business trends as well as industry related laws and regulations. In addition, 7 presentations will be conducted by exhibitors throughout the two days.

To find out more, please visit:

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

Other beauty related shows by Messe Frankfurt include:

- **Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.**
21 – 23 March 2022, Riyadh International Convention and Exhibition Centre, Saudi Arabia
- **Beautyworld Japan**
16 – 18 May 2022, Tokyo Big Sight, Japan
- **Beautyworld Japan Osaka**
24 – 26 October 2022, INTEX Osaka, Japan
- **Beautyworld Middle East**
31 October – 2 November 2022, Dubai World Trade Centre, UAE

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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 for 2021

Beautyworld Japan Fukuoka
Fukuoka Kokusai Centre
7 – 8 February 2022