

Press release

25 February 2022

Final report: Beautyworld Japan Fukuoka connects buyers from the Kyushu region with every segment of the beauty industry

Nanako Kaku
Tel +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
www.beautyworldjapan.com
BWF2022_3e

The 9th edition of Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, closed its doors on a high note on 8 February after welcoming 126 exhibitors¹ to the Fukuoka Kokusai Centre. The fair once again achieved year-on-year growth in exhibitor numbers, with suppliers presenting the latest beauty products, services, techniques and information to the local industry. The two-day fair also cemented its standing as the best place for exhibitors to meet serious local buyers, attracting 4,195 professional visitors from all over the Kyushu region.

Even amidst difficult circumstances, the demand for face-to-face business discussions and networking opportunities among beauty industry players remained strong, and a lot of productive business meetings were actively conducted on the exhibition floor.



Beautyworld Japan Fukuoka 2022 filled with visitors. Source: Messe Frankfurt Japan

At the conclusion of the fair, Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd, commented: “It’s pleasing that exhibitor numbers continue to rise, even amid the pandemic. The increase reflects a growing confidence in the market in the Kyushu region and demonstrates the resilience of many SMEs in the beauty industry. If ‘resilient’ is the word to describe the exhibitors at this edition, then ‘quality’ would undoubtedly describe the visitors. Exhibitors reported meeting plenty of new faces and serious buyers, reaffirming the fair as the best place in the region for participants to find new local sales partners.”

Messe Frankfurt Japan Ltd
7F Shosankan 1-3-2 Iidabashi
Chiyodaku 102-0072 Tokyo
Japan

¹ 2021: 122 exhibitors (Domestic: 122, Overseas: 0)

Among many satisfied exhibitors was Mr Masahiko Watanabe, Managing Director of Beaute De Labo Co, Ltd, who commented: “We are here to promote our professional skin care cosmetics line for salons. A lot of quality visitors came to our booth and about 90% of them were new customers. We were very busy over the last two days and extremely pleased with the show. We will come back with double or triple the size of booth space next year.”

“Although the number of visitors to our booth was less than at Beautyworld Japan West last year, the quality of buyers was high,” said Mr Takafumi Kondo, Manager of the Marketing Department, Links Co, Ltd. “This ensured that we had a lot of productive business meetings. We are very satisfied.”

The fair also featured an ample amount of training and learning opportunities covering the latest techniques, management know-how and beauty trends. A total of 20 stage seminars, seven exhibitor presentations and five hands-on workshops took place.

The next edition of Beautyworld Japan Fukuoka will move to a larger venue, the Marine Messe Fukuoka, and be held on its largest ever scale. In addition, the fair will be extended from two days to three. Celebrating its 10th anniversary, the fair will take place from 6 – 8 February 2023. It 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 Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.

21 - 23 March 2022, Riyadh International Convention & 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

Press information and photographic material:

<https://photos.app.goo.gl/QELZg6E11jEAXbVh9>

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

Beautyworld Japan Fukuoka
Fukuoka Kokusai Centre
7 - 8 February 2022

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