

Press release

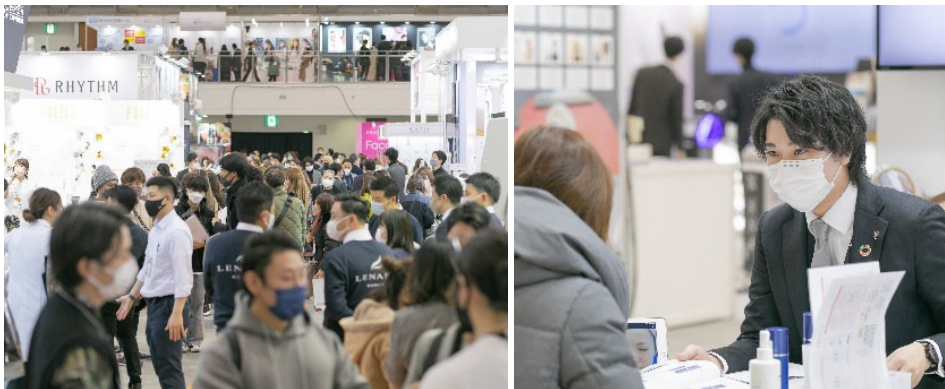
6 January 2023

Largest and longest Beautyworld Japan Fukuoka prepares to celebrate its 10th anniversary

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Beautyworld Japan Fukuoka is preparing for its 10th anniversary edition, taking place from 6 – 8 February 2023. In response to its growing popularity, the fair will be extended from two days to three and move to a larger venue, the Marine Messe Fukuoka. 186 exhibitors have signed up as of 23 December – a 47% increase compared to the last edition. On the back of this increase, expectations for the fair are high as the industry prepares for the opening of the milestone edition.

The 2023 edition will see an expansive range of beauty products and services for salon and retail businesses displayed across four product zones, namely: “Cosmetics”, “Beauty equipment”, “Nail & Eyelash” and “NEXT”. 186 exhibitors, of which 91 are first-time participants, are getting ready to introduce their products, services, techniques and information to industry players at what is the very first Beautyworld themed fair of the calendar year in Japan.



Beautyworld Japan Fukuoka 2022 under COVID-19 precautionary measures. Source: Messe Frankfurt Japan

More than just an effective sourcing platform, the fair also plays an essential role as a learning and networking destination for all participants. A total of 29 stage seminars and hands-on workshops covering the latest techniques, beauty and business trends as well as industry related laws and regulations will be conducted at three locations across the fairground. In addition, 10 presentations will be conducted in a dedicated exhibitors’ presentation room throughout the three days. Industry professionals have highly praised these fringe events in the past, as they draw a large number of relevant trade visitors to the fairground.

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The fair is becoming an increasingly important event for companies and beauty professionals seeking to expand their business into the growing and constantly changing Japanese beauty industry. It contributes significantly to the further growth and development of the beauty industry in the Kyushu region.

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.**
9 – 11 May 2023, Riyadh International Convention & Exhibition Center - RICEC, Saudi Arabia
- **Beautyworld Japan Tokyo**
15 – 17 May 2023, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**
24 – 26 July 2023, Portmesse Nagoya, Japan
- **Beautyworld Japan Osaka**
16 – 18 October 2023, INTEX Osaka, Japan
- **Beautyworld Middle East**
30 October – 1 November 2023, Dubai World Trade Centre, UAE

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability

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 for 2022

Beautyworld Japan Fukuoka
Marine Messe Fukuoka
6 – 8 February 2023