

Press release

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The 10th edition of Beautyworld Japan Fukuoka attracts 9,243 visitors – a new high

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Held for the first time across an extended three-day period, the leading beauty event in the Kyushu region closed with tremendous success on 8 February at the Marine Messe Fukuoka. Reflecting the thriving cosmetics and cosmetic services industries in the region, new records were set all round, with the fair welcoming 192 exhibitors¹ and 9,243 professional visitors², up 52% and a 119% respectively compared to the previous edition.

In response to its growing popularity, the fair extended from two days to three and moved to a larger venue as it celebrated its 10th anniversary. With the exhibition space at its largest scale ever and the number of exhibitors and visitors surpassing previous records, Beautyworld Japan Fukuoka covered a wide range of products, services, techniques and information related to aesthetics, beauty, nail, eyelash and beauty equipment for salons.



Beautyworld Japan Fukuoka 2023 filled with visitors. Source: Messe Frankfurt Japan

“This was the second consecutive increase in visitor numbers since the pandemic, and more than double the turnout from last year, proving that we made the right decision to run the fair for an extra day to accommodate the growing show scale,” said, Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd. “As the first of four Beautyworld trade fairs held across Japan this year, the Fukuoka show has set the tone for a positive year ahead.”

For their part, exhibitors were equally satisfied with the results. “This is our first time exhibiting at Beautyworld Japan Fukuoka. We are very satisfied because the amount of relevant visitors and exhibitors we met

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¹ 2022: 126 exhibitors

² 2022: 4,213 visitors

exceeded our expectations,” said Mr Ryusuke Tokui, Creative Designer, TANABE Ltd. “Visitors are eager to find better-qualified products and business opportunities. We are pleased to have closed some important deals.”

Mr Subaru Toki, President of Lien Co., Ltd., was also pleased with the outcome of the show. He commented: “By meeting our target customers, we achieved our goals in just two days. We are proud to say that our company is growing steadily through our participation at Beautyworld Japan fairs. Of course, we will exhibit at Beautyworld Japan Tokyo in May, Nagoya in July and we highly recommend other beauty related companies to do the same!”

The show featured a wide range of seminars and demonstrations covering the latest techniques, management know-how and beauty trends. Many seminars exceeded their capacities, with visitors overflowing into standing room. The ‘Main stage’ consisted of 14 seminars, such as facial massage techniques, femtech, and men’s esthetic and hair, for beauty professionals who were enthusiastic to learn new trends and insights to apply in their businesses and salons.

The next edition of Beautyworld Japan Fukuoka will take place at the Marine Messe Fukuoka from 5 – 7 February 2024. For more details, please visit the official website: www.beautyworldjapan.com

Other beauty-related shows by Messe Frankfurt include:

- **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 International Convention & Exhibition Centre, UAE
- **Beautyworld Saudi Arabia licensed by Messe Frankfurt Exhibition GmbH**
11 – 13 February 2024, Riyadh International Convention & Exhibition Centre, Saudi Arabia

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

Press information and photographic material:

<https://photos.app.goo.gl/M6MYVt4b1RJ9VcMe8>

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’

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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