

news +++ Beautyworld Japan Fukuoka  
Fukuoka Japan, 5 – 7 February 2024

*beautyworld*  
JAPAN FUKUOKA

## Beautyworld Japan Fukuoka confirms record high exhibitor attendance for upcoming February fair

**Fukuoka, 15 December 2023. As it continues to grow, the largest B2B event for the beauty industry in the Kyushu region has already attracted more exhibitors than ever before and is gearing up to welcome over 12,000 visitors from across the region. From 5 – 7 February 2024 the fair, organised by Messe Frankfurt Japan Ltd, will showcase the most innovative beauty branded products and techniques while providing valuable business opportunities to retail buyers and professionals from the industry. The 11<sup>th</sup> edition of the established beauty trade fair comes up with a new dedicated ‘Hair’ zone as a response to increasing demand. New brands in the Kyushu region and trade fair first-timers are showcased at the ‘NEXT’ area.**

Taking place at the Marine Messe Fukuoka, the event is expecting over 200 exhibitors across various product and service sectors including aesthetics, beauty, hair, nail, eyelash and beauty equipment for salons. At the 2023 edition, 9,249 visitors travelled from six countries and regions, including Hong Kong, Korea, the Philippines, Russia and Taiwan to source at the show.

In response to growing demand, the 11<sup>th</sup> edition is introducing a new ‘Hair’ zone, which will display the latest hair salon supplies including accessories, extensions, hair care products, hairdryers and hot tools, professional hairbrushes & combs, straighteners, wigs and hairpieces as well as salon management expertise. The new zone will join dedicated areas for ‘Cosmetics,’ ‘Beauty Equipment,’ and ‘Nail & Eyelash’. In addition, 20 companies have been confirmed to exhibit in the ‘NEXT,’ area. This exclusive section is specifically reserved for new brands in the Kyushu region, or those participating in the show for the first time. The initiative is part of Beautyworld Japan Fukuoka’s push to help newly established companies enter the beauty industry as it continues to contribute to the development of the entire industry.



Beautyworld Japan Fukuoka 2023. Source: Messe Frankfurt Japan Ltd

One of the primary reasons Beautyworld Japan Fukuoka attracts so many visitors is that it offers a wide range of seminars and demonstrations covering a variety of sectors and their corresponding trends. This edition, seven new speakers from hair, acupuncture, nail care and other beauty-related fields will make their debut and present their techniques and salon management expertise, providing valuable learning opportunities. A total of 25 seminars will be held across three stages during the three-day event.

Other beauty-related shows by Messe Frankfurt include:

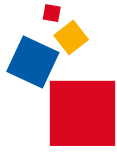
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshows & Conferences**  
11 – 13 February 2024, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Japan Tokyo**  
13 – 15 May 2024, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**  
29 – 31 July 2024, Portmesse Nagoya, Japan
- **Beautyworld Japan Osaka**  
21 – 23 October 2024, INTEX Osaka, Japan
- **Beautyworld Middle East**  
28 – 30 October 2024, Dubai World Trade Centre, UAE

**Press information and photographic material:**

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

**Links to websites:**

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



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**Background information on Messe Frankfurt**

[www.messefrankfurt.com/background-information](http://www.messefrankfurt.com/background-information)