

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

beautyworld JAPAN FUKUOKA

Double high: Beautyworld Japan Fukuoka sets new records with more than 200 exhibitors and 10,300 visitors

Fukuoka, 28 February 2024. Marking steady increases to both exhibitor and visitor numbers, Kyushu's leading beauty trade fair wrapped up three successful days of business at Marine Messe Fukuoka Hall A. Organised by Messe Frankfurt Japan Ltd, the 11th edition - held from 5 – 7 February 2024 - welcomed 10,356 industry visitors, a 12% increase on the previous year's total (2023: 9,249 visitors). 2024's visitor numbers set thus a new milestone – the first time, the total exceeded 10,000.

Including 91 first-time participants, 202 exhibitors showcased the latest information, products and services related to cosmetics, aesthetics, nail, hair and beauty equipment for salons to the trade audience in Fukuoka. The number of exhibitors was a record high, increasing 5% compared to the previous edition (2023: 192 exhibitors). As the fair keeps growing, it proves an ideal business platform for more and more beauty industry participants seeking new domestic partners, to expand their businesses, and to stay up-to-date with the latest trends and techniques.



Beautyworld Japan Fukuoka 2024. Source: Messe Frankfurt Japan Ltd

Various exhibitors reflected on the show's recent success. Mr Toru Koreeda, Director, Autumnhills Co., LTD., was especially satisfied with the business exposure: "We exhibited here to approach mugwort and relaxation salon owners in the Kyushu region. Early on the first day, our target number of contracts was obtained. We exchanged 60 business cards on the first day alone, therefore, we are sure to collect more than 130 overall."

First-time exhibitor at the fair, Ms Mie Sakurai, President of ChaRuCi Inc., shared her experience: "To develop new sales channels in the Kyushu region, we decided to exhibit here. Not only has the fair connected us with nail salons and companies from this region, but also with those from the Kanto region. We have received many enquiries from both exhibitors and visitors, with potential to expand our business. In addition, our nail products were highly regarded and we received more orders on site than we expected."

Meanwhile, buyers were pleased with the wide range of beauty-related products and services to choose from. "I came here to order aesthetic and hair removal care products, as well as shop sales items," said Ms Ayumi Noguchi, a salon owner of SELFMADE Corporation. "I am impressed with this vast venue and huge variety of products, and convinced that I will find relevant items for my salon."

Beyond the show floor, participants were eager to engage with the fair's fringe programme, with many of the 25 seminars' audiences overflowing into standing room. Insights included the latest techniques and innovations for aesthetic, hairdressing and nail professionals, as well as business management know-how for salon owners and corporate executives. Longstanding Beautyworld Fukuoka attendee Ms Rumi Yoshiuchi, a therapist at Rrr Relaxation Room, said: "The seminar I attended was quite impressive and I learnt a lot of skills. I am sure the knowledge will help to improve my techniques and to make the salon even more prosperous."

The next edition of Beautyworld Japan Fukuoka will be held from 3 – 5 February 2025 at Marine Messe Fukuoka Hall A.

Other beauty-related shows by Messe Frankfurt include:

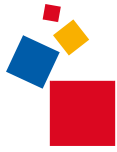
- **Beautyworld Japan Tokyo**
13 – 15 May 2024, Tokyo Big Sight, Japan
- **Beautyworld Japan Nagoya**
29 – 31 July 2024, Portmesse Nagoya, Japan
- **Beautyworld Japan Osaka**
21 – 23 October 2024, INTEX Osaka, Japan
- **Beautyworld Middle East**
28 – 30 October 2024, Dubai World Trade Centre, UAE
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshows & Conferences**
21 – 23 April 2025, Riyadh International Convention & Exhibition Centre, Saudi Arabia

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

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