

news +++ Beautyworld Japan Nagoya  
Nagoya Japan, 29 – 31 July 2024

*beautyworld*

JAPAN NAGOYA

## Second edition of Beautyworld Japan Nagoya ready to kick off with 230 exhibitors and three new zones

**Nagoya, 19 June 2024. From 29 – 31 July 2024, the Nagoya edition of Japan's largest B2B beauty and wellness trade show will open its doors to distributors, buyers and beauty professionals from Tokai and beyond. With last year's successful debut attracting 222 exhibitors and 15,586 visitors, the second edition will welcome 230 exhibitors and add three new zones. 'NEXT', a new dedicated area for start-up companies, will showcase around 30 brands. Covering everything from women's health to cosmetics and even beauty-enhancing food, the fair will provide valuable opportunities to reconnect, establish new business relationships, and explore numerous products, services and innovations.**



Beautyworld Japan Nagoya 2023. Source: Messe Frankfurt Japan Ltd

Responding to positive feedback from both exhibitors and visitors at other Beautyworld Japan trade fairs, the Nagoya edition will introduce three new zones. 'Fem more' will present the latest information, products and services for solving women's health issues. Meanwhile, 'Wellness & Beauty' will showcase products such as nutritional ingredients that support natural beauty from within, and 'Tasty' will display ideal foods and seasonings that taste delicious and offer various beauty benefits.

With the three debut zones, the show will now comprise seven product zones in total, including 'Cosmetics', 'Nail & Eyelash', 'Hair' and 'Beauty Equipment'. In addition, a special exhibition area for new brands, 'NEXT', will provide a platform to around 30 companies presenting their brands for the first time in the Tokai region.

Beyond suppliers' booths, the trade fair will provide valuable opportunities to learn from prominent speakers in beauty-related fields. Across three stages, it will feature 33 seminars and demonstrations covering the latest information and treatments for aesthetics, hair, nails, eye, femtech/femcare, as well as techniques for salon management and customer acquisition.

Further shows in the Beautyworld worldwide network:

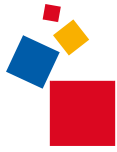
- **Beautyworld Japan Osaka**  
21 – 23 October 2024, INTEX Osaka, Japan
- **Beautyworld Middle East**  
28 – 30 October 2024, Dubai World Trade Centre, UAE
- **Beautyworld Central Asia licensed to LLC BMC-LLP**  
21 – 23 November 2024, Central Asian Expo, Tashkent, Uzbekistan
- **Beautyworld Japan Fukuoka**  
3 – 5 February 2025, Marine Messe Fukuoka, Japan
- **Beauty Expo**  
27 – 30 March 2025, Taipei World Trade Centre, Taiwan
- **Beautyworld Saudi Arabia licensed to 1st Arabia Tradeshow & Conferences**  
21 – 23 April 2025, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Japan Tokyo**  
28 – 30 April 2025, Tokyo Big Sight, Japan

**Press information and photographic material:**

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

**Links to websites:**

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



**Your contact:**

Saori Odajima / Nanako Kaku

Phone: +81 3 3262 8453

[press@japan.messefrankfurt.com](mailto:press@japan.messefrankfurt.com)

Messe Frankfurt Japan Ltd

4F Sumitomo Fudosan Chiyoda Fujimi Building,

1-8-19 Fujimi Chiyoda-ku, Tokyo 102-0071

[www.jp.messefrankfurt.com](http://www.jp.messefrankfurt.com)

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