

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

beautyworld JAPAN NAGOYA

Beautyworld Japan Nagoya concludes with 14,313 visitors and 247 exhibitors

Nagoya, 9 August 2024. The second edition of the Japan's largest trade fair for the Tokai region, the country's fourth most populated prefecture, welcomed 14,313 trade visitors from beauty-related industries such as cosmetics, aesthetics, hair, nails, eyelash and health care. The three-day event at Portmesse Nagoya, Hall 1 from 29 – 31 July 2024 drew 247 exhibitors, including participants from Sweden and South Korea. With the expanded size of the exhibition area, the fair introduced three new zones, namely 'Fem more', 'Wellness & Beauty' and 'Tasty'. In the special area 'NEXT', 28 first-time companies seeking to expand their business in the region enthusiastically showcased their brands. The show provided exclusive opportunities for both exhibitors and trade visitors to build long-term business partnerships and find new products and services representing the entire beauty industry in Japan.



Beautyworld Japan Nagoya 2024. Source: Messe Frankfurt Japan Ltd

Exhibiting in Fem more zone, Ms Ikuko Tozukaya, Manager of health division of Vanguard International Foods Co Ltd, commented: "We decided to use Beautyworld Japan Nagoya to announce our recent partnership with Sturgeon Bio Co Ltd as we know that all big names in the industry will be at the show and see our news. There are many trade visitors from all over Japan that come to find business partners eagerly. Therefore, we can develop new partnerships more efficiently through our presence at the show."

Exhibitors at other areas of the fair were also satisfied with their outcomes. "Based on our last experience, we increased our booth size to conduct business discussions. As a result,

we received 100 more business cards than we expected”, said Ms Hiromi Hamasaki, Marketing Department Manager of Doctor Realize Co Ltd.

Providing inspiration and expertise for beauty professionals and salon owners, the fair offered a total of 33 seminars across the three stages. Seminars featured the latest information and techniques, ranging from aesthetics, skin care, nails, treatment techniques, hair styling and barber demonstrations, as well as business management strategies. Many seminars were at full capacity, especially the business management seminars hosting prominent consultants, which attracted up to more than 600 audience members each. Ms Hiroko Mizuno, Kanayama Shop Deputy Manager of SSMT Inc, shared her experience: “In finding new nail design tips for my customers, Beautyworld Japan Nagoya is the best place to acquire the latest trends and technologies in the beauty industry. This definitely helps my shop and salon to thrive. I strongly recommend attending the show to any beauty professionals.”

The next edition of Beautyworld Japan Nagoya will be held from 14 – 16 July 2025 at Portmesse Nagoya.

Further shows in the Beautyworld worldwide network:

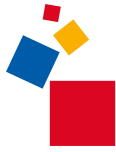
- **Beautyworld Japan Osaka**
21 – 23 October 2024, INTEX Osaka, Japan
- **Beautyworld Middle East**
28 – 30 October 2024, Dubai World Trade Centre, UAE
- **Beautyworld Central Asia licensed to LLC BMC-LLP**
21 – 23 November 2024, Central Asian Expo, Tashkent, Uzbekistan
- **Beautyworld Japan Fukuoka**
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 Tradeshows & 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>



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