

news +++ Beautyworld Japan Tokyo
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beautyworld JAPAN TOKYO

Exhibitors praise new business as Beautyworld Japan Tokyo welcomes record-breaking 77,248 visitors

Tokyo, 29 May 2024. After three days of business connections at Tokyo Big Sight, on 15 May, the 26th edition of Japan's leading beauty event closed on a high note. Beautyworld Japan Tokyo was a dynamic success, exceeding expectations for both exhibitor and visitor attendance. The fair's 77,248 trade visitors represented an increase of 8.1% compared to the previous edition (2023: 71,448 visitors). By surpassing the 70,000 visitor mark for two consecutive years, the fair reaffirmed its position as the Japanese beauty industry's key business platform and economic driver, with many exhibitors, buyers, and expert speakers voicing positive testimonies.



Beautyworld Japan Tokyo 2024. Source: Messe Frankfurt Japan Ltd

820 exhibitors from 11 countries and regions showcased an expansive range of the latest products and services across 13 product zones, namely: Cosmetics, Beauty equipment, Creative hair, The Tokyo Nail Forum, Eyelash, Business Support, Academic, Wellness & Beauty, OEM & Packaging, Make-up, Spa & Wellness, and new additions Fem more and Tasty. 703 Japanese suppliers stood side-by-side with 117 booths from Germany, Hong Kong, Indonesia, Italy, Sweden, the UAE, the US, and more, including pavilions from China, Korea and Taiwan. On the show floor, visitors were eager to experience the demonstration of equipment and techniques, and connect in person with both domestic and overseas exhibitors.

Situated in the Fem more zone, Mr Masayuki Kurata, Managing Director of FROM NOW INTERNATIONAL, said: "Right after the show started, 30 chairs for pelvic floor muscle training were immediately filled with visitors wishing to experience our equipment, and responses were very positive. We are satisfied with the outcome – we collected more than 500 leads per day. Next year, we will expand our booth, to create more space for business negotiations and to bring contracts to fruition."

"In just two days, we exchanged business cards with more than 100 visitors and we are confident to conclude at least 10 contracts," said first-time exhibitor, Mr Hidekazu Shime, Sales Manager of Omoi Co., Ltd. "Attending the show brought us new business opportunities and was a great success."

A number of value-adding business initiatives were held during the show to bring exhibitors and visitors together, from Japan, Asia and beyond. These included business matching and pitch events, as well as an exhibitor networking occasion, all filled with suppliers eager to develop new business opportunities. One presenter, Ms Honami Takahashi of TOV Co., Ltd, Korea, said: "We exchanged business cards with Japanese buyers and discussed concrete details regarding the agreements. We are sure this will lead to business expansion."

After joining the business matching event, Ms Emiko Fuku, President of Daifuku Co., Ltd., said: "The meeting gave us a valuable opportunity to talk directly with exhibitors from different industries and from overseas, with whom we would not normally have the chance to meet. It should be continued in the future."

Beyond the show floor, participants were eager to engage with the fair's fringe programme, which covered the latest techniques and innovations for aesthetic, hairdressing and nail professionals, as well as business management know-how for salon owners and corporate executives. 37 seminars and demonstrations were conducted across three stages: the Esthetic Stage, Hair and Nail Stage, and Fem more Stage. Multiple seminars saw audiences overflowing into standing room. First-time Beautyworld Japan visitor and Fem more seminar attendee, Ms Mayumi Yamaguchi, an owner of rabbita salon, said: "What speakers talked about was based on their own experiences of infertility treatment; therefore, it will encourage women in the same situation. I hope this fair continues to provide up-to-date information."

The next edition of Beautyworld Japan Tokyo will be held from 28 – 30 April 2025 at Tokyo Big Sight.

Further shows in the Beautyworld worldwide network:

- **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 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

Press information and photographic material:

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

Links to websites:

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



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Background information on Messe Frankfurt

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