

news +++ Beautyworld Japan Nagoya  
Nagoya Japan, 23 – 25 March 2026

**beautyworld**

JAPAN NAGOYA

Chubu region's largest beauty trade fair Beautyworld Japan Nagoya returns for fourth edition

**Nagoya, 23 January 2026. Beautyworld Japan Nagoya, a comprehensive beauty trade fair in the Chubu region, will take place from 23 – 25 March 2026 at Port Messe Nagoya, Exhibition Hall 1. Covering the full beauty spectrum, the show brings together key sub-sectors including aesthetics, hair, nails, eyelashes, inner beauty, beauty equipment, medical beauty, OEM services and business support. The 2026 edition is expected to welcome around 200 exhibitors, showcasing products and services that support the development of the industry in central Japan and beyond. With a strong track record of connecting buyers with relevant exhibitors in person through high-quality business meetings, the fair enjoys broad support from beauty professionals across Japan, particularly within the Chubu region.**



13,039 trade visitors attended Beautyworld Japan Nagoya 2025. Source: Messe Frankfurt Japan Ltd

The venue will be organised into eight defined product zones, enabling visitors to conduct business discussions and gather information efficiently according to their specific interests and objectives. In addition to seven zones for established brands, namely Beauty Equipment Zone, Cosmetics Zone, Fem more, Hair Zone, Nail & Eyelash Zone, Tasty, and Wellness & Beauty, the show will feature NEXT, a special area dedicated to first-time exhibitors and emerging brands. Around 15 exhibitors are set to join NEXT, presenting their products and concepts to increase brand exposure and create new business opportunities at the fair.

Beyond the exhibits, a comprehensive fringe programme will feature leading experts from across the beauty industry, focusing on the latest techniques and trends, customer acquisition and marketing, and salon management. Around 30 seminars will be held across five dedicated areas, namely the Main Stage, Exhibitor Presentations, Association Seminars, Special Seminars of the Association of Japanese Estheticians and Beauty Therapists AJESTHE, and Premium Seminars.

Premium Seminars will feature expert instructors from the aesthetic treatment and wellness sectors, delivering two targeted seminars each for aesthetics; hair and beauty; and yoga professionals. A certificate of completion will be issued to participants who attended the seminars designed for aestheticians and hairstylists.

Across the fringe programme, seminar formats include paid, small-group workshops that allow participants to learn techniques from prominent speakers up close. Designed for both business owners and beauty professionals, the programme further develops the seminar concept of previous editions, complementing the exhibits at the fairground, offering relevant insights and practical knowledge to support the continued growth and development of the industry.

#### **Further shows in the Beautyworld worldwide network:**

- **Beautyworld Japan Fukuoka**  
16 – 18 February 2026, Marine Messe Fukuoka, Japan
- **Beautyworld Taipei**  
20 – 23 March 2026, Taipei World Trade Centre, Taiwan
- **Beautyworld Japan Tokyo**  
18 – 20 May 2026, Tokyo Big Sight, Japan
- **Beautyworld Riyadh**  
18 – 20 May 2026, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Dubai**  
6 – 8 October 2026, Dubai World Trade Centre, UAE
- **Beautyworld Osaka**  
19 – 21 October 2026, INTEX Osaka, Japan
- **Beautyworld Tashkent licensed to LLC BMC-LLP**  
19 – 21 November 2026, Central Asian Expo, Tashkent, Uzbekistan
- **Notes Shanghai Spring Edition**  
2 – 5 April 2026, West Bund International Convention and Exhibition Center, Shanghai

#### **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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**Background information on Messe Frankfurt**

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

**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)