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Inspired by beauty

Beautyworld Japan Tokyo
Exhibiting Information

beautyworld
JAPAN TOKYO



13 – 15 May 2024
Tokyo Big Sight

TOKYO
**NAIL
FORUM**
2024

Enquiry
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Japanese beauty industry is boosting

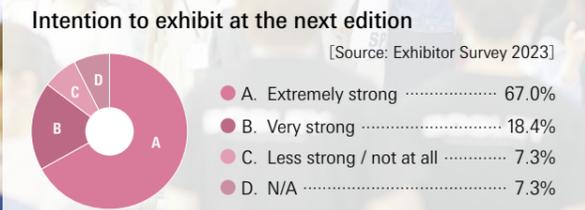
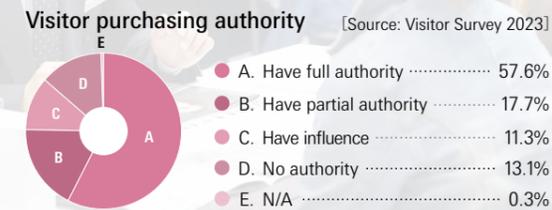
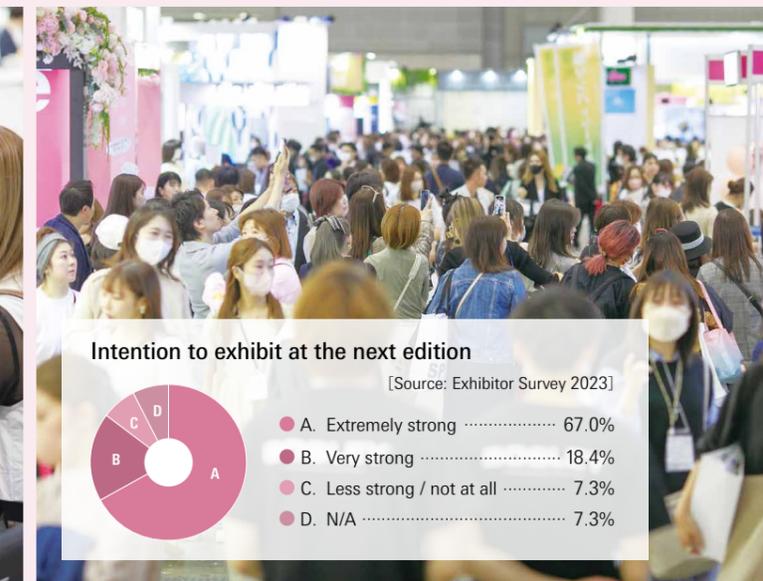
After the long pandemic periods, the Japanese beauty industry has been reblooming with strong market demands both from selling and buying. As a result, Beautyworld Japan Tokyo 2023 finished with the greatest success, including the largest scale ever and also with one of the most visitors. This Japanese top beauty event will come back to provide you the ideal business platform for the global beauty professionals in the boosting market.

Fair details

Edition	Beautyworld Japan Tokyo (26th edition)
Dates	13–15 May 2024
Opening hours	10:00 – 18:00 (Last day until 16:30)
Venue	Tokyo Big Sight, East Hall 1–8
Organiser	Messe Frankfurt Japan Ltd
Concurrent fair	Tokyo Nail Forum 2024 (East Hall 1) (Organiser: Japan Nailist Association [JNA])



Why exhibit?



Perfect place to network with beauty professionals

Beautyworld Japan Tokyo 2023 welcomed over 71,000 visitors, almost same number as in 2018, when we hit a record high. Not only is it the most influential trade fair in Japan, but exhibitors can also take advantage of the fair's vast networking opportunity. To prove this, the survey shows that Beautyworld Japan Tokyo is the most important trade fair for more than 60% of the visitors and almost 70% of exhibitors.

Quality Buyers gathers at once

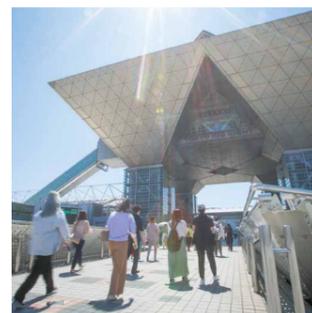
86% of visitors have purchasing power. In addition, 38% of the visitor visit the show for the purpose of purchasing or placing order on site.

Easy to meet target buyers

Beautyworld Japan Tokyo creates clear product segments in the show hall. This will help you address your target customers easily.

Beautyworld Japan Tokyo is your ticket to new business opportunities

We match exhibitor products, information and services with the right buyers, including beauty, nail and hair salons as well as trading companies and retail buyers.



Product groups

- Cosmetics
- Beauty equipment
- Beauty supplements
- Femcare
- Spa & wellness
- Nail & nail care
- Diet & health
- Salon furniture & items
- Beauty accessories
- Eyelash & eyebrow
- Hair & hair care
- OEM & packaging
- Business support
- Other beauty related items



Visitors profile

- Esthetic, hair salon, nail & eyelash salons, beauty clinic, physio wellness center
- Hotels, spas, fitness clubs, massage studios & leisure facilities
- Distributors & wholesalers
- Retailers ●Manufacturers
- Medical institutions

Any promotion activities including exhibition, sale, and seminars of the following products are strictly prohibited:

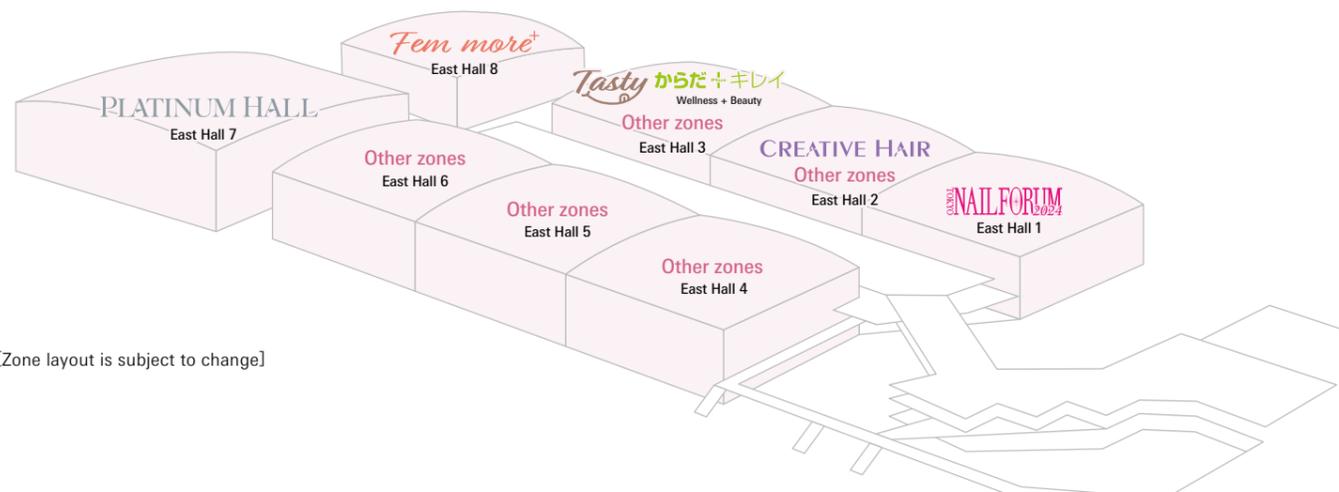
- Medical devices, beauty machines / equipment except those with Japanese import license *HIFU is determined as a medical device
- Permanent makeup products including tattoos
- All tobacco-related products including e-cigarettes
- Food and drinks (with medical effects) including supplement

Zoning

14 purpose built zones are designated to accommodate all major exhibit profiles. Find the most effective zone for your business success.

Concentrate on business negotiations in the Platinum Hall or select a zone that closely fits your product profile.

Area	Zone	Product categories
PLATINUM HALL East Hall 7	Cosmetics zone	Skincare cosmetics, makeup cosmetics, men's cosmetics, doctor's cosmetics, fragrance & perfumery, bodycare products, spa products
	Beauty equipment zone	Facial massager, slimming equipment, depilatory equipment, RF equipment, homecare beauty equipment
<i>Fem more+</i> East Hall 8		Femcare / femtech products, sanitary shorts, fertility, menopause, PMS, pleasure toys, bust care, delicate zone care, health management system, vaginal training, prenatal and postpartum care
<i>Tasty</i> East Hall 3		Health foods, health drinks, tea, oil, seasonings, alcoholic beverages
<i>からだ+キレイ</i> Wellness + Beauty East Hall 3		Supplement / food, body-warming products, aids for quality sleep, oral care products, body related products
CREATIVE HAIR East Hall 2		Haircare products, scissors, hair brush, combing brush, hair dryer, hair iron, hair wigs, hair extension, hair accessories
Other zones East Hall 2-6	Eyelash zone	Eyelash products, eyebrow products
	Business support zone	Customer management system, web related service, shop design, management consulting, promotion service, FC service
	Academic zone	Esthetic, nail, aromatic therapy technique, school
	Make up zone	Sunscreen, makeup base, foundation, eye shadow, blush, lip stick, lip gloss
	OEM & packaging zone	Cosmetics / health food contracted manufactures, cosmetic raw material, cosmetic packaging
	Cosmetics zone	Skincare cosmetics, makeup cosmetics, men's cosmetics, doctor's cosmetics, fragrance & perfumery, body care products, spa products
Tokyo Nail Forum 2024 (organiser: JNA) East Hall 1	Beauty equipment zone	Facial massager, slimming equipment, depilatory equipment, RF equipment, homecare beauty equipment
		Nail polish, gel nails, nail art products, nailcare products, hand / footcare products



[Zone layout is subject to change]

PLATINUM HALL

Admission subject to review by the organiser

East Hall 7 ●Cosmetics zone ●Beauty equipment zone



Focus on business negotiations

The Platinum Hall raises the standard when it comes to internationality and professionalism. Featuring a spacious VIP lounge, business friendly meeting spaces and a main stage for seminars, the hall is well known for its luxury atmosphere. In particular, exhibitors return to the hall each year because of the high value of transactions that they can achieve.

* To maintain the hall's exclusive atmosphere, special regulations apply.
* Details will be provided in the exhibitor manual distributed in January.

Zoning

からだ Plus キレイ Wellness + Beauty

East Hall 3



Longevity in health and beauty

The average age in Japan is predicted to reach 49 this decade, with more people suffering from health and appearance issues. A healthy lifestyle is widely recognised as essential for aging societies, with body and beauty care in higher demand. The Wellness + Beauty area is tailored for products focused on health, beauty and longevity. After being well received at the Osaka fair last year, this zone and its concept have been expanded.

Target exhibits (examples)

 Supplement	 Body warming products	 Aids for quality sleep	 Oral care products	 Body related products
Supplement	Hot-water bottle / bath salt	Nightwear / quality sleep goods / pillow / bedding	Mouthwash / tooth brush / whitening toothpaste	Shapewear / insole / fitness goods

Fem more⁺

East Hall 8

Supporting women to be beautiful and healthy in every stage of life



Menstruation, pregnancy, childbirth, menopause ... Women live with their own unique upsets and worries depending on their stage of life. Now that women are more empowered in their careers and personal lives, and we enter a society that supports the health and success of women, there is an even greater demand for products and services that protect, nurture, and continue to nourish women's physical and mental health. Therefore, Beautyworld Japan Tokyo has established 'Fem more' in the East Hall 8 in order to collect products in the fields of fem care and femtech that are spreading worldwide, and to accommodate the needs of various salons.

CREATIVE HAIR

East Hall 2



Hair products, technology and services

Hairdressers and beauty salons are seeking tips, products and information useful for salon management. This zone is for exhibitors of hair goods and services. With a dedicated stage for demonstrations and seminars, the zone has all the ingredients for a lively atmosphere.

Tasty

East Hall 3



Food for joy and beauty

We all want to balance the enjoyment of eating delicious food with a diet that makes us beautiful. 'Tasty' is a zone that meets these needs. Dietary supplements are sometimes part of the process, but let's not forget the joy of super foods, seasonings, and ingredients that satisfy the body and soul. This zone is for exhibitors looking to deliver fun and sustainable dietary options to the market.

Other zones

East Hall 2-6



An array of trends and techniques

Beautyworld Japan Tokyo has a variety of product and business zones to accommodate exhibitors of all types.

- Make up zone
- Beauty equipment zone
- Cosmetics zone
- Academic zone
- OEM & package zone
- Business support zone
- Eyelash zone

TOKYO NAILFORUM 2024

Tokyo Nail Forum 2024 (organiser: JNA)

East Hall 1



Leading event in the nail industry

Gathering the full spectrum of nail products. The biggest nail event held in Beautyworld Japan Tokyo, attracting 15% of total visitors.

Any promotion activities including exhibition, sale, and seminars of the following products are strictly prohibited:

- Medical devices, beauty machines / equipment except those with Japanese import license *HIFU is determined as a medical device
- Permanent makeup products including tattoos
- All tobacco-related products including e-cigarettes
- Food and drinks (with medical effects) including supplement

Target market

Product groups

Other products / services for the beauty industry are also applicable.

- Cosmetics**
 Skincare cosmetics, makeup cosmetics, men's cosmetics, doctor's cosmetics, fragrance & perfumery, body care products, spa products
- Natural & organic**
 Natural & organic cosmetics, aromatic products
- Beauty supplement**
 Beauty / wellness / diet supplement, food, drink
- Beauty equipment**
 Facial massager, slimming equipment, depilatory equipment, RF equipment, homecare beauty equipment
- Spa & wellness**
 Spa treatment products, spa related services, hot bath equipment
- Nail & nail care**
 Nail polish, gel nail, nail art products, nail care products, hand / foot care products
- Diet & health**
 Slimming equipment, health & fitness equipment, functional underwears, diet & health related products
- Salon furniture & items**
 Treatment bed/chair, bathtub, shower equipment, towel, bathrobe, uniform, other consumable goods
- Beauty accessories**
 Beauty & makeup items, fashion jewelery / accessories
- Eyelash**
 Eyelash products, eyebrow products
- Hair & hair care**
 Haircare products, scissors, hair brush, combing brush, hair dryer, hair iron, hair wigs, hair extension, hair accessories
- OEM & packaging**
 Cosmetics / health food contracted manufactures, cosmetic raw material, cosmetic packaging
- Business support**
 Customer management system, web related service, shop design, management consulting, promotion service, FC service
- Femcare / femtech products**
 Sanitary shorts, fertility, menopause, PMS, pleasure toys, bust care, delicate zone care, health management system, vaginal training, prenatal and postpartum care
- Other beauty related items**
 School management, publication, associations, organisations, other beauty related products / services

Any promotion activities including exhibition, sale, and seminars of the following products are strictly prohibited:

- Medical devices, beauty machines / equipment except those with Japanese import license *HIFU is determined as a medical device
- Permanent makeup products including tattoos
- All tobacco-related products including e-cigarettes
- Food and drinks (with medical effects) including supplement

Visitors

- Esthetic, hairdressing, nail & eyelash salons**
 Estheticians, nailists, therapists, hairdressers, salon owners, purchasing managers
- Distributors & wholesalers**
 Purchasing manager/sales person from department stores, cosmetic stores, variety stores, pharmacies, online stores
- Manufacturers**
 Marketing & sales person from cosmetics, beauty equipments, health foods, OEM
- Hotels & leisure facilities**
 Purchasing manager from hotels, spas, fitness clubs, massage studios, planners, consultants, facility officials
- Medical institutions**
 Medical personnel from various clinics
- Others**
 Associations / organisations personnel, esthetic / nail / hair school personnel

Schedule

May 2023
Open for applications

29 September 2023
Application deadline

November 2023
Booth allocation starts
* Booth allocation will be done after payment.
* Although booth location requests are considered, exact location cannot be guaranteed.

January 2024
Receive exhibitor manual

11–12 May 2024
Move-in / stand construction

13–15 May 2024
Beautyworld Japan Tokyo

Promotion

Maximise your exposure with promotional tools!

Use our promotional tools to achieve your goals and benefit from Beautyworld Japan Tokyo even more!
We offer a variety of effective tools. Year-round advertising and sponsorship opportunities are also available for a long-term promotion covering all four Beautyworld Japan fairs in Tokyo, Nagoya, Osaka and Fukuoka.

*Basic promotional tools (online exhibitor search, official banners and logos) are included in the participation fee.

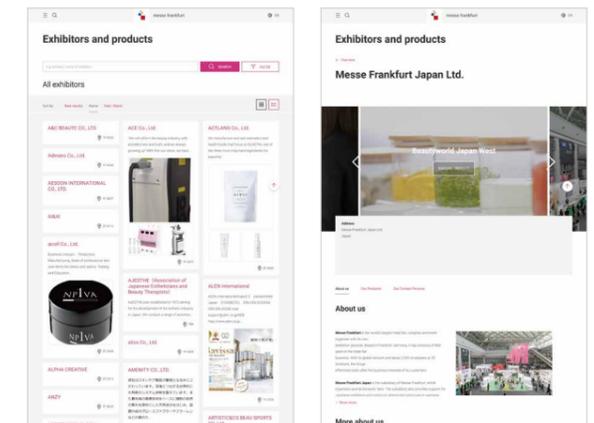
Basic promotional tools

Use them to invite your key customers!

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Logo & banners



Online exhibitor search

Extra advertising tools

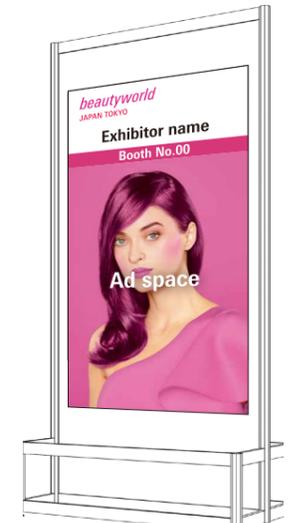
Maximise your visibility to reach more potential partners



Advertise in the official fair guide



Banner on the official fair website



On-site advertisement board

For more details, please contact us at promotion@japan.messefrankfurt.com

Costs

* Consumption tax will be applied to the prices below.

Participation fees

Standard space 1 booth (9㎡: 3m × 3m)		Nail space 1 booth (4㎡: 2m × 2m)	
Packaged booth Limited to 1 booth only ¹		Raw space (2 booths and above)	Raw space (For nail related products only) ³
Platinum hall ² (wooden type)	Other zones ² (octanorm type)		
JPY 632,700	JPY 596,100	JPY 468,000	JPY 232,000



[Wooden wall panels]



[Octanorm wall panels]

Package decoration includes

Needle punch carpet (light gray) / octanorm wall panel system / booth number board / LED spotlight / wastepaper bin / double electrical outlet / power supply installation, electricity *an additional fee will be charged for excess electricity usage / construction and removal of fees

- * The space is provided without any booth fittings.
- *1 Applicants for 1 booth cannot apply for raw space only.
- *2 Platinum Hall exhibitors must choose Package wooden type.
- *3 The application is accepted from 1 booth.

Application deadline Standard space: 29 September 2023 / Nail space: 27 October 2023

* The participation fee includes the cost of the free promotion tool that can be used for your promotion. (online exhibitor search, logos / banners, etc.)

Available decoration options for Packaged booth

Conditions

- Submit your booth designed plan before the deadline
- Follow the construction regulations

Free

- Remove the parapet on booth number/ company name board

*Only if you prepare your own alternatives to them

Charged

- Change the color of booth panel, carpet
- Change the company board design
- Additional furniture and items

Using your own stand contractor

- Any design which can be restored to its original condition
ex) Installing graphic sheet / wooden wall on your booth panels

Rental stand (optional)

An economical and convenient rental stand is available for raw space only participants.

For standard raw space			
	Type A	Type B	Type C
Booth image	 Simple & basic	 Color change available in optional furniture	 Rich design with optional furniture
2 booths (18㎡)	JPY 219,000	JPY 260,000	JPY 285,000
3 booths (27㎡)	JPY 307,000	JPY 370,000	JPY 389,000

For Platinum Hall		For Tokyo Nail Forum space	
	Platinum Hall type A	Platinum Hall type B	
Booth image [Wooden wall panels]	 White-based design	 Black × Gold rich design	Booth image Fully furnished booth
2 booths (18㎡)	JPY 269,000	JPY 330,000	1 booth (4㎡) JPY 133,000
3 booths (27㎡)	JPY 369,000	JPY 435,000	2 booths (8㎡) JPY 215,000
			3 booths (12㎡) JPY 298,000

Items included in the rental stand plan

Needle punch carpet / octanorm wall panel system / booth number board / LED spotlight / wastepaper bin / double electrical outlet / power supply installation, electricity *an additional fee will be charged for excess electricity usage / construction and removal fees

- * Participation fee is not included.
- * Consumption tax will be applied to the prices declared.
- * For further details, a 'Rental stand & Optional furniture' information package will be sent after your participation is confirmed.

Pricing examples

Standard raw space × 2 booths with rental stand (type A)

Participation fee **JPY 936,000** + Rental stand **JPY 219,000** = Total **JPY 1,155,000**

Tokyo Nail Forum raw space × 1 booth with rental stand

Participation fee **JPY 232,000** + Rental stand **JPY 133,000** = Total **JPY 365,000**

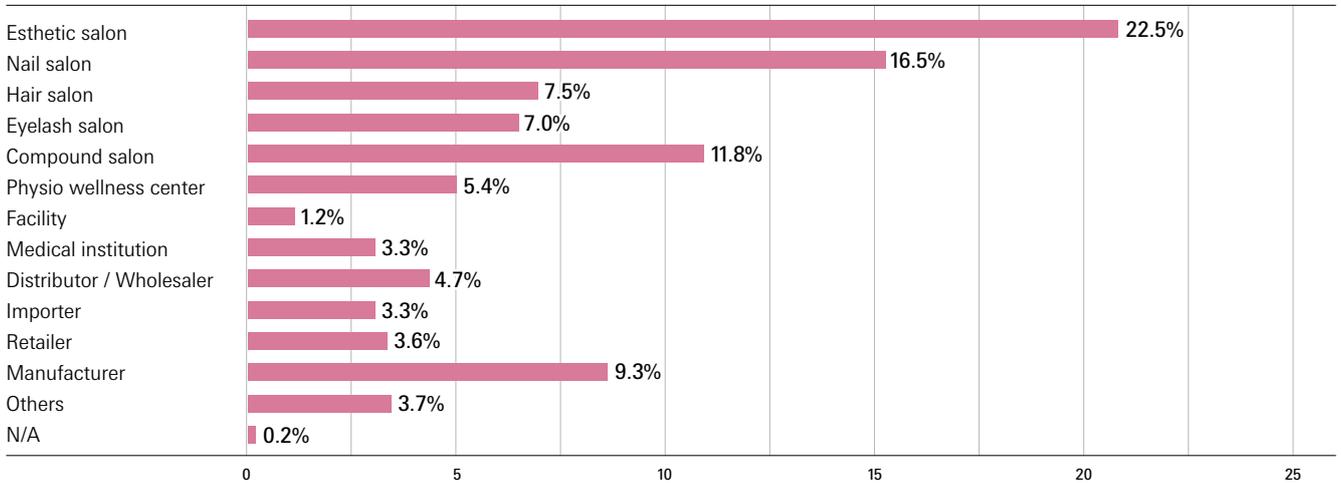
2023 edition in figures

Edition	Beautyworld Japan Tokyo
Dates	15 – 17 May 2023
Venue	Tokyo Big Sight, East Hall 1 – 8
Concurrent fair	Tokyo Nail Forum 2023 (East Hall 1)
Number of exhibitors	831 exhibitors / 11 countries, regions (Domestic: 690 Overseas: 141)
Number of visitors	71,461 visitors / 44 countries, regions (Domestic: 69,464 Overseas: 1,997)

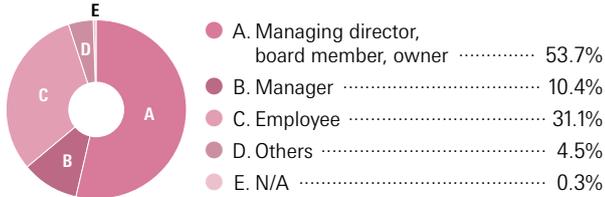


Visitor occupation

[Data as of 2023. Number of visitor: 71,461]



Visitor position



Intention to visit at the next edition

