

Press release

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Beautyworld: Messe Frankfurt worldwide active with strong cosmetic-fair brand

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The five annual Beautyworld fairs in Japan and the Middle East continued to grow in 2019 - with more than 150,000 visitors and over 3,000 exhibitors.

For more than 20 years, Messe Frankfurt has been holding international trade fairs under the Beautyworld brand and providing the beauty industry with a platform for the exchange of information about the cosmetic, wellness and spa sectors. In 2019, the Beautyworld network of Messe Frankfurt included five annual events, which attracted over 3,000 exhibitors and more than 150,000 visitors: Beautyworld Middle East in Dubai, Beautyworld Japan in Tokyo, Beautyworld Japan West in Osaka, Beautyworld Japan Fukuoka and Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd. in Jeddah.

All events are aimed at operators and staff of beauty salons, hairdressing salons, nail studios, hotels, spas, the retail and wholesale trades, and students of professional beauty academies. "The demand for beauty products of all kinds has grown constantly over recent years. Thanks to its international contacts and market research, Messe Frankfurt can react promptly to growth potential and take due account of demands in the markets concerned", says Julia Uherek, Group Show Director Consumer Goods Fairs Messe Frankfurt Exhibition GmbH.

Beautyworld Middle East: the platform for international key players

With Beautyworld Middle East, Messe Frankfurt has been holding an event in Dubai since 2002. Leading international key players from around the world are exhibiting in Dubai. The range of products to be seen at Beautyworld Middle East stretches from skin and hair care products, via fragrances, beauty accessories, decorative cosmetics and nail design, to raw materials, filling equipment and packaging. The fair has grown continuously. In 2019, 1,803 exhibitors from 68 countries and regions presented their latest products and innovations to 44,256 trade visitors from 138 countries and regions. Beautyworld Middle East is in fact a leading international trade fair in the sector and attracts buyers not just from the Gulf area. The next Beautyworld Middle East will be held at the Dubai International Convention and Exhibition Centre (UAE) from 31 May to 2 June 2020.

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Beautyworld Japan: the biggest beauty fair for the Japanese cosmetics market

Since its première in 1998, Beautyworld Japan in Tokyo has been distinguished by a growing product spectrum and a high number of visitors. It is the biggest beauty fair for the Japanese cosmetics market, as shown by the large number of 71,309 visitors who came in 2019 to gain inspiration from beauty products, treatments and services offered by 551 exhibitors from 11 countries and regions. Particularly in demand by trade visitors were cosmetic products, beauty accessories, beauty salon fittings, furnishings and nail care. The next Beautyworld Japan will be held at Tokyo Big Sight International Exhibition Centre from 20 to 22 April 2020.

Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd.: the latest expansion to the Beautyworld brand

With Saudi Arabia being an important market for beauty and wellness in the Middle East, Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd. has been launched in 2018. 195 exhibitors and 5,102 visitors participated in the second edition. The show covers the product groups of fragrance, cosmetics and skincare, personal care and hygiene, natural and organic, hair, nails and salon supplies as well as machinery, packaging, raw materials and contract manufacturing. The event has a massive appeal to industry professionals in the regional beauty market: from distributors, beauty and hair professionals, retailers and wholesalers to hotels and spas. The next Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd. will be held from 29 September to 1 October 2020 at the Jeddah Center for Forums and Events, Saudi Arabia.

Beautyworld Japan West: the beauty event for Western Japan

The success of Beautyworld Japan in Tokyo caused Messe Frankfurt to launch an additional event to cater more specifically to the needs of the beauty community in Western Japan. Beautyworld Japan West made its debut in October 2006 and since then has been an important member of the Beautyworld family of events. It is aimed at all professionals and trainees from the beauty sector in Western Japan and is held at the International Exhibition Centre in Osaka. In 2019, 371 exhibitors presented their latest products and services to 28,566 visitors from 28 countries and regions. The focus of the fair is on cosmetic products, makeup, perfumes, manicure and pedicure products, hair cosmetics, hairdressing equipment and accessories. The next Beautyworld Japan West will be held from 19 to 21 October 2020 at INTEX Osaka.

Beautyworld Japan Fukuoka: the trade event for the beauty industry in the Kyushu region

Beautyworld Japan Fukuoka, the leading beauty event in the Kyushu region, welcomed 112 exhibitors in 2019, presenting the complete spectrum of beauty articles from spa and wellness products, fragrances and perfumes, hair and nail care products to salon equipment and beauty accessories to 5,136 visitors. The seminars offered, gave trade visitors a sweeping overview of the latest trends and new products, as well as practice-oriented subjects. Beautyworld Japan Fukuoka was created especially for the local market of the Kyushu region, an

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economic region characterised by a high density of cosmetic salons and beauty service providers, who comprise the target group of the fair. The next Beautyworld Japan Fukuoka will be held at the Fukuoka Kokusai Centre on 8 + 9 February 2021.

The next beauty fairs to be organised by Messe Frankfurt:

- Beautyworld Japan, Tokyo, Japan, 20 to 22 April 2020
- Beautyworld Middle East, Dubai, UAE, 31 May to 2 June 2020
- Beautyworld Saudi Arabia licensed to Al-Harithy Company for Exhibitions Ltd., Jeddah, Saudi Arabia, 29 September to 1 October 2020
- Beautyworld Japan West, Osaka, Japan, 19 to 21 October 2020
- Beautyworld Japan Fukuoka, Fukuoka, Japan, 8 + 9 February 2021

Further information and high-quality photographs can be found at:

www.beautyworld.messefrankfurt.com

www.beautyworldme.com

www.beautyworldjapan.com

www.beautyworldksa.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019