

October 5, 2020

「TWBC2021 (Takara World Business Congress 2021) 」

Takara Belmont 100th Anniversary Special Event

with the Key Message of

What is “Beautiful” ?

September 27 (Mon.) and 28 (Tue.), 2021

Takara Belmont Corporation (Chairman and C.E.O.: Hidetaka Yoshikawa, Headquarters: Osaka, Japan) which manufactures and sells hair and beauty salon equipment, medical equipment and cosmetics with the purpose “Rise into beauty, Walk into life.”, will hold the international beauty festival, “TWBC2021” in the company’s 100th anniversary year.

This event will be a special event to commemorate the 100th anniversary and inviting OMC HAIRWORLD, an international competition for hairdressing techniques, hosted by OMC (Organisation Mondiale Coiffure).

This event launched in 1999 and aims to further the development and evolution of professional beauty around the world. It will be the 8th TWBC in 2021 which will be the milestone of the company's 100th anniversary.



TWBC 2021
TAKARA WORLD BUSINESS CONGRESS

The key message of TWBC2021 is “What is “Beautiful”?”

What does "beautiful" mean to people?

We will send the message out about the diversity of "beautiful", the power of "beautiful" and the positive impact that "beautiful" can have on people around the world.

Our key message also includes the touch, feel, see and experience of “Rise into beauty, Walk into life.” which is announced today as our corporate purpose for the celebration of 100th anniversary of Takara Belmont in 2021.

We are planning to have many fulfilling projects with an insightful future, full of new discoveries for many people who are pursuing professional beauty around the world.

We are also planning to have you participate not only at the venue but also online as we navigate the “new normal.”

We will announce the detail through our website etc.

■ Detail of the Event

Name: TWBC2021 (Takara World Business Congress 2021)

Time: September 27 (Monday) and 28 (Tuesday), 2021

Venue: Pacifico Yokohama Exhibition Hall B & C / National Convention Hall

Host: Takara Belmont Corporation

Website: <https://www.twbc.jp/>

■ Simultaneous Event

Name: OMC HAIRWORLD 2021

presented by OMC JAPAN & TAKARA BELMONT

World Championship of Hair & Beauty

It has been 29 years since the competition has been held in Japan and you can directly see the competition of techniques.

Time: September 27 (Monday) and 28 (Tuesday), 2021

Venue: Pacifico Yokohama Exhibition Hall A, B & C / National Convention Hall

Host: OMC (Organisation Mondial Coiffure)

In charge: OMC JAPAN

Co-host: Takara Belmont Corporation



Name: Beauty Trade Fair

You can see the latest beauty, hairdressing and health products and the information.

Time: September 27 (Monday) and 28 (Tuesday), 2021

Venue: Pacifico Yokohama Exhibition Hall B & C / National Convention Hall

Host: Takara Belmont Corporation