

Press release

7 December 2020

The second edition of Child Edu & Care Japan was a great success, welcoming around 2,400 visitors in two days

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ChildEdu&CareJapan20_2e

Child Edu & Care Japan, the professional trade fair for products and services related to childcare and education in Japan, closed its doors on 27 November 2020 at the Shinjuku NS Building in Tokyo. The organiser, Messe Frankfurt Japan, worked closely with local authorities to implement precautionary measures and to provide a safe and effective business and communication platform for stakeholders from nursery schools and kindergartens as well as related product and service providers for the childcare industry in Japan.

The two-day fair was a resounding success, gathering 122 exhibitors (2019: 106) who showcased a comprehensive range of products and services, including furniture, equipment, baby care goods, educational and learning toys, security systems and services, management systems, food services, business consultancy and staffing services for childcare facilities. It also welcomed 2,373 owners, managers and employees from related industries throughout Japan as visitors.



Business negotiation at Child Edu & Care Japan 2020. Source: Messe Frankfurt Japan

A high volume of positive feedback from participants revealed that the fair represents an ideal business platform for both visitors – seeking tools to enhance and diversify the operation of their facilities – and exhibitors presenting their latest products and services towards these facilities. Ms Natsumi Kurihara, Chief of Sales & Relation Dept. of Unifa Co Ltd commented: “We are an Information and Communication Technology (ICT) service provider for the childcare industry. Since the COVID-19

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outbreak, the demand for our services from childcare facilities has been getting higher and higher. This fair is the perfect occasion for us to talk to our clients about their requirements face to face. Visitors to our booth were very enthusiastic to learn about our services. We are so satisfied with the outcome of our participation.”

“Child Edu & Care Japan was the right place for us to exhibit,” said Ms Nanae Fujimoto, another pleased participant, from the Marketing Centre of Karimoku Furniture Inc, one of the leading furniture manufacturers in Japan. She explained: “We made our debut at the show at this edition as we have just recently developed our line of furniture for childcare facilities. We have communicated with many new clients and received valuable feedback from them that we can make full use of for further product development. We are looking forward to coming back to the fair at the next edition.”



A Special seminar for managers of nursing care and kindergarten. . Source: Messe Frankfurt Japan

Child Edu & Care Japan not only offered visitors a showcase of the latest products and services but it also featured an ample amount of educational content covering management know-how and the latest information about operations and childcare. This included eight ‘Special seminars’ and eight ‘Educational seminars’, where industry experts shared their knowledge to a receptive audience. The show also hosted a number of well-attended ‘Exhibitor presentations’.

Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd, commented: “The show was originally scheduled in June this year, but was postponed to November due to the COVID-19 outbreak. We are pleased to report that the vast majority of participants were highly satisfied with the business results that they achieved at the show. We are confident that this will serve as a catalyst for further success at the inaugural Child Edu & Care Japan West in Osaka in July 2021 and the 3rd edition of Child Edu & Care Japan in Tokyo in December 2021”

The next edition of Child Edu & Care Japan will take place from 1 – 2 December 2021 at Tokyo Metropolitan Industrial Centre, Hamamatsucho Hall, Tokyo.

Child Edu& Care Japan
Shinjuku NS Building
26 – 27 November 2020

Other related shows by Messe Frankfurt include:

Child Edu & Care Japan West

6 – 7 July 2021, Knowledge Capital Congrès Convention Centre, Osaka, Japan

Press information and photographic material:

<https://hoikuhaku.jp.messefrankfurt.com/tokyo/en/press.html>

Links to websites:

<https://hoikuhaku.jp.messefrankfurt.com/tokyo/en.html>

Social media:

<https://www.facebook.com/hoikuhaku>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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