

Press release

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Child Edu & Care Japan sets new records for visitor and exhibitor participation

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The 2021 edition of Child Edu & Care Japan, the first and only professional trade fair for products and services related to childcare and education in Tokyo, successfully concluded on 2 December at the Tokyo Metropolitan Industrial Trade Centre Hamamatsucho Hall. The two-day fair attracted 3,052 professional visitors from related industries who came to sample and source the latest products and services from 168 companies.

The strong turnout represented a new high for both exhibitor and visitor numbers, as the fair once again gave a warm welcome to professionals from nursery schools and kindergartens. The fair proved to be an exceptional platform for Japanese childcare industry players to conduct business, network and gain market information, as the hall was filled with visitors eagerly asking questions to exhibitors.



Many professionals from the Japanese childcare industry visited Child Edu & Care Japan 2021.
Source: Messe Frankfurt Japan

Feedback from participants

“This is the one and only trade fair in the region focused on the childcare industry. I have discovered many more innovative products and services than I expected. I also enjoyed meeting and exchanging new ideas with nursery teachers, directors and managers from related facilities.”

Mr Yuzen Saito, Board Chairman, Seiwakakuen (Speaker)

“We are here for the first time because we achieved successful results from exhibiting at the sister fair Child Edu & Care Japan West in July 2021. The visitor flow is great and we are receiving many inquiries. This year’s Child Edu & Care Japan definitely met our expectations. We are

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looking forward to coming back to the fair again.”

Mr Kazunori Takahashi, General Manager of Sales Division, MEITO Co.,Ltd (Exhibitor)

“Child Edu & Care Japan is the industry’s most important trade fair, so we have been participating from the first edition. The fair is the perfect occasion for us to have face-to-face business discussions with our customers. Despite the COVID-19 pandemic, we are pleased to see that plenty of visitors came to our booth.”

Mr Naoto Kuwabara, Senior Managing Director, Kyushokukikakutai Ltd (Exhibitor)

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 facility operations and childcare. A total of 21 seminars were led by prominent figures in the industry, including educational seminars related to day-to-day operations, and exhibitor's presentations covering the latest products and services.

The next show will be held from 21 – 22 November 2022 at a new venue, the Tokyo International Forum. For more details, please visit the official website at <https://hoikuhaku.jp.messefrankfurt.com/tokyo/en.html>

Press information and photographic material:

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

Other related shows by Messe Frankfurt include:

Child Edu & Care Japan West

20 – 21 July 2022, MYDOME OSAKA, Japan

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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 for 2021

Child Edu& Care Japan
Tokyo Metropolitan Industrial Trade
Centre Hamamatsucho Hall
1 – 2 December 2021