

Press release

6 November 2022

Child Edu & Care Japan: visitor numbers grow 21% amid another exhibitor record

Nanako Kaku
Tel +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
CEC2022_3e

Showcasing the very best in early year services and preschool management, the 2022 edition of Child Edu & Care Japan successfully concluded on 22 November at Tokyo International Forum. The fair hosted 178 exhibitors (up 6%) and 3,735 professional visitors (up 21%) in a continuation of its consistent year-on-year growth trajectory.

Meeting the diverse needs of the industry in areas such as preschool security, human resources, and IT systemisation of childcare facilities were the priorities at this edition – partially in response to Japan’s declining birth rate. The event attracted a large number of visitors who engaged in enthusiastic business exchanges with exhibitors, demonstrating the fair as a beneficial platform for business, networking, and market information for those involved in the childcare industry in Japan.



Many professionals from the Japanese childcare industry visited Child Edu & Care Japan 2022
Source: Messe Frankfurt Japan

In addition to offering visitors a showcase of the latest products and services, the fair also featured educational seminars on day-to-day operations by industry luminaries. A total of 17 seminars were held under a diverse range of themes such as “Sustainable Development Goals ” “gender education,” and “developmental disorders”. In light of Japan’s falling birth rate in recent years, preschools and childcare centres in Japan have begun providing diversified services that are more tailored to individual needs.

Feedback from participants

“This was my first visit to Child Edu & Care Japan, and it was more vibrant than I had expected. Since technology is evolving quickly in the

Messe Frankfurt Japan Ltd
7F Shosankan 1-3-2 Iidabashi
Chiyodaku 102-0072 Tokyo
Japan

field of childcare education, I hope to visit again at the next edition to get another update on the latest developments.”

Mr Keiichiro Matsuyama, Corporate General Manager of Social Welfare Corporation, Yamayurikai Matsuyama Nursery Group (Visitor)

“Recently there have been many accidents in which children have been trapped in school buses. We are showcasing a device for preventing such incidents and many visitors are interested in this product because of its clear social benefit.”

Mr Yuki Imamura, Nissan Shatati Co., Ltd. (Exhibitor)

“The audience was engaged, interested and eager to hear about Education for Sustainable Development and Sustainable Development Goals”

Mr Toshiyuki Shiomi, Family · Childcare design Institute Representative Director, The University of Tokyo Professor Emeritus, The University of Shiraumegakuen President Emeritus, President of National Association for the Training of Nursery Teachers

The next edition of Child Edu & Care Japan will be held from 21 – 22 November 2023 at the Tokyo Metropolitan Industrial Trade Center HAMAMATSUCHO-KAN. 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

19 – 20 July 2023, Mydome Osaka. Japan

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt’s strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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

Child Edu& Care Japan 2022
Tokyo International Forum
21 – 22 November 2022