

Press release

16 July 2021

The debut edition of Child Edu & Care Japan West showed great potential for the future

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

CECW2021_3e

As a new trade fair catering to the childcare and education industry in Osaka, Child Edu & Care Japan West closed its doors on 7 July 2021 after a busy two days of business at the Knowledge Capital Congrès Convention Center. Making its debut only three years after the launch of its sister fair in Tokyo, the new Osaka fair served as a platform for 89 exhibitors to promote their products and services to 1,624 visitors from Western Japan.

The Osaka show has been established to respond to strong demand for a dedicated trade fair for the industry in Western Japan. "Even during difficult times amid the pandemic, we can't stand still – it's important that we continue to explore new markets," says Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd. "For the childcare industry, building customers' trust through face-to-face meetings is extremely important. That's why we are thrilled to have extended the Child Edu & Care brand to Western Japan, home to an enormous market for childcare services."



Exhibition hall and a well attended seminar at "Child Edu & Care Japan West 2021" held for the first time in Osaka. Source: Messe Frankfurt Japan

Despite challenging weather conditions and the pandemic, exhibitor booths and the fair's seminar programme gathered many visitors looking to network and gather information. Mr Takanori Maede, an exhibitor and Representative Director of Thinkalot Inc., commented: "One of our customers recommended exhibiting at this show to promote our newly launched service. We enjoyed having face-to-face business meetings with quality visitors and sharing our philosophy as well. Child Edu & Care Japan West definitely met our expectations."

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

"We have been exhibiting since 2019 at the sister fair in Tokyo, and our sales closing rate has been increasing with each show in spite of COVID-19. We were pleased with the opportunity to talk with trade buyers who we are normally unable to meet, and we received a warm response to our products." said Mr Takashi Shimizu of Oisix ra daichi Inc.

Visitors seeking tools to more effectively manage childcare facilities also gave a lot of positive feedback. Mr Kotaro Maeda, president of the Social Welfare Corporation Lemonkai, said, "I wondered why this kind of trade fair had never been held before. I found many products and services that I was interested in, such as diaper subscriptions and a system that allows childcare workers to better utilise their free time."

Featuring prominent industry figures, a total of 20 seminars were held over the two days, covering topical issues, day-to-day operations, and exhibitor presentations that delved into products and services. The latest know-how related to the future management of childcare facilities and improvements to daily operations were also on the agenda. Mr Hiroaki Tanaka, president of the Social Welfare Corporation Osaka Seishokai, and a speaker at the "Considering the future of pre-school facilities" seminar said: "I am extremely pleased that around 70 qualified participants listened intently to our seminar. I also enjoyed the active Q&A sessions and constructive discussions with participants. I believe there is a bright future for children and the childcare industry."

The next edition of Child Edu & Care Japan West will be held from 20 – 21 July 2022 at MYDOME OSAKA. For more information, visit www.hoikuhaku.com

Other childcare-related shows by Messe Frankfurt include:

- **Child Edu & Care Japan**
1 – 2 December 2021, at the Tokyo Metropolitan Industrial Trade Center, Hamamatsucho Hall.

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 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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

Child Edu& Care Japan West
Congrès Convention Center
6 – 7 July 2021