

Press release

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Child Edu & Care Japan West cements its position as the best new business platform in the region

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The 2022 edition of Child Edu & Care Japan West successfully concluded on 21 July at Mydome Osaka. The fair was launched last year as the Western Japan edition of Child Edu & Care Japan in Tokyo. The two-day fair attracted 1,426 professional visitors from related industries who came to sample and source the latest products and services in the childcare and education fields from 92 exhibitors.

Speaking as the fair concluded, Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd, commented: “Now in its second edition, Child Edu & Care Japan West continues to establish itself as the best place in the region for industry professionals to find the latest products, services, and knowledge related to childcare and education. Because of social changes happening in Japan, we expect the fair to become more and more relevant in the years ahead. Although Japan's birth rate is declining, the female employment rate is increasing and more women are continuing to work after giving birth. As a result, the demand for childcare is rising, especially in urban areas, while it's widely acknowledged that the diversity and quality of facilities and services also needs to be improved.”



Participants converse at Child Edu & Care Japan West 2022 (left). Industry information is shared at a well attended seminar (right). Source: Messe Frankfurt Japan

Reflecting a favourable industry outlook, exhibitors were pleased with both the quality and quantity of buyers who visited the fairground this year. “The number of visitors to our booth was up 30% compared to the last edition, and we were very pleased with the number of business meetings we had with visitors,” said Mr Masayuki Uemura, Sales

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Department, Osaka Head Office, Teramoto Corp. “In addition to introducing our new products to visitors, Child Edu & Care Japan West is a wonderful opportunity for us to talk directly with childcare facility operators to get ideas for the development of our next product line.”

Mr Yuichi Matsuyama of Sanwa Match Co Ltd, was equally pleased with the outcome of the show. He commented: “We have been exhibiting since 2019 at the sister fair in Tokyo and have had good results every time. Therefore, it was an easy decision for us to exhibit at the fair here in Osaka. The advantage of continuing to exhibit is that we are able to learn about industry trends in real time and directly understand the needs of visitors, which leads to improvements in our IT systems and services. We are looking forward to participating again next year.”

Featuring prominent industry figures, a total of 18 seminars were held over the two-day fair period, covering topical issues, government policies and exhibitor presentations that delved into new 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.

The next edition of Child Edu & Care Japan West will be held from 19 – 20 July 2023 at Mydome Osaka.

For more information, please visit www.hoikuhaku.com

Other childcare-related shows by Messe Frankfurt include:

- **Child Edu & Care Japan**
21 - 22 November 2022, Tokyo International Forum

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 West
Mydome Osaka
20 – 21 July 2022