

Press release

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Child Edu & Care Japan West 2023 delivers strong business results during important summer sourcing season

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CECW2023_3e

The third edition of Child Edu & Care Japan West successfully concluded on 20 July with a 15% rise in visitor attendance. As the season's only major event for the sector in western Japan, it provided a much-needed business platform for 79 exhibitors and 1,638 professional visitors, all from the fields of childcare and education. Held at Mydome Osaka, the fair surprised many attendees with its comprehensiveness. Visitors recognised the fair as a hub for exchange, attracting not only prominent teachers and childcare professionals but also directors. The presence of clinical psychologists and therapists further emphasised the expanding scope of the childcare industry. These diverse attendees contributed to the rich knowledge exchange, fostering a sense of growth and community within the industry.



Participants converse at Child Edu & Care Japan West 2023. Source: Messe Frankfurt Japan

A total of 20 seminars and workshops for visitors were also conducted, offering attendees valuable information on the management of child care facilities and their day-to-day operations. A standout presentation titled "How to become a childcare provider who enjoys childcare", given by a professor emeritus from Tokyo university, attracted a large audience. The importance of childcare centres in providing developmental support was also emphasised in a separate seminar under the theme of "Inclusive childcare practices needed in the community today". The talk highlighted the necessity of creating a system that benefits all stakeholders by nurturing local networks.

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The exhibition area, designed to introduce visitors to a range of products and services useful for childcare facilities, was divided into six categories and was filled with productive business meeting between exhibitors and visitors.

Exhibitor experiences

“We discovered Child Edu & Care Japan West while researching ways to promote our services to the industry. After exhibiting for the first time, we were not only able to publicise our services but also identify areas for improvement by communicating directly with users. We also plan to participate in Child Edu & Care Japan held in Tokyo this November, with the aim of enhancing our publicity and conducting further research on the childcare sector.”

Mr Takeshi Onishi, Chief Executive, New Business Promotion Dept., NH Foods Ltd.

“Overall, we are delighted to be here. Our main focus has been building and strengthening relationships with our existing customers. We continue to join the fair because it is a very good opportunity for us; our targets clients come here, so we get the possibility to consolidate leads and prospects in one place. We are satisfied with the number of visitors this year, and some of the discussions have already progressed to concrete business meetings.”

Mr Kouhei Kubo, Sales Manager, IKONIH

The sister show, Child Edu & Care Japan 2023 will be held from 21 – 22 November 2023 at the Tokyo Metropolitan Industrial Trade Center HAMAMATSUCHO-KAN. For more information, please visit:

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

Background information on Messe Frankfurt

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Child Edu& Care Japan West
Mydome Osaka
19 – 20 July 2023