

news +++ Child Edu & Care Japan West
Osaka Japan, 17 – 18 July 2024



Child Edu & Care Japan West 2024 closes with record exhibitor and visitor numbers

Osaka, 6 August 2024. Western Japan's only major nursery and education fair concluded on 18 July with significant rises in exhibitor and visitor attendance (23% and 21% respectively), after two days of business and service exchange at Mydome Osaka. It provided a dedicated platform for 97 companies and organisations, and hosted 1,987 visiting childcare professionals, nursery managers, and industry stakeholders. Celebrating its fourth edition this year, the show introduced new zones focusing on information and communications technology and nutrition education, both of which garnered significant attention from buyers. To address the labour shortages within the childcare industry, the fair's Recruitment Area facilitated the matching of staffing agencies, nursery management, and job seekers. Overall, Child Edu & Care Japan West 2024 provided a diverse, regionally focused platform to meet the unique needs of Western Japan's childcare sector.



Child Edu & Care Japan West 2024 welcomed its strongest visitor flow to date. Source: Messe Frankfurt Japan Ltd

In the Information and Communication Technology (ICT) Zone, visitors could be seen gathering information through a combination of exhibitor displays and mini-presentations, essential for record management and operational efficiency. **In the Nutrition Education Zone**, many childcare professionals showed interest not only in meal delivery and lunch services but also in emergency and event-specific meals, leading to consolidated business meetings. **In the Recruitment Area**, exhibitors provided positive feedback, with one commenting: "It was an opportunity to introduce our nursery to job seekers, as well as other attending childcare professionals, which helped increase recognition of our group preschool. We would like to exhibit again at the next edition."

Running concurrently with the fair, 22 seminars and workshops were held for nursery directors and childcare professionals, providing valuable information for facility management and daily operations. The seminar entitled "The Necessity of Self-Esteem and Self-Worth" received an overwhelming response, with over 300 attendees. Meanwhile, the event "Perspectives and Processes Necessary for Developmental Support" was also well received, with one attendee commenting: "The course was highly beneficial, led by an expert in this subject. I look forward to applying this knowledge to our future operations."

Exhibitor comments

"Although we also exhibit at the Child Edu & Care Japan in Tokyo, the greatest advantage of participating at Child Edu & Care Japan West is the opportunity to connect with visitors from the western regions, including Kyushu and Okinawa prefecture. This time, we received inquiries from a municipal government in Hiroshima prefecture about potential implementation."

Mr Miku Tamiwa, Marketing Department Childcare, BABYJOB Inc.

"By focusing on toys that can be used within nurseries, we had the opportunity to engage in numerous business meetings with industry professionals, exchanging business cards with over 200 people. The response was so overwhelming that we nearly exhausted our prepared materials."

Mr Takumi Chayama, Sales Leader, SHAOOL JAPAN CO., LIMITED

"Child Edu & Care Japan West attracted an exceptionally large number of our target audience. Representatives from previously unengaged nurseries visited the booth, highlighting the human resource challenges within the childcare industry and reinforcing the need for tailored support."

Ms Misaho Dan, Customer Service, Timee, Inc.

The next edition of Child Edu & Care Japan West will be held from 16 – 17 July 2025 at Mydome Osaka.

Other Child Edu & Care Japan shows by Messe Frankfurt:

Child Edu & Care Japan

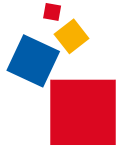
21 – 22 November 2024, the Tokyo Metropolitan Industrial Trade Center
HAMAMATSUCHO-KAN.

Press information and photographic material:

<https://hoikuhaku-west.jp.messefrankfurt.com/osaka/en/press/photos.html>

Links to websites:

<https://hoikuhaku-west.jp.messefrankfurt.com/osaka/en.html>

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Background information on Messe Frankfurt

<https://www.messefrankfurt.com/frankfurt/en/press/boilerplate.html>