

news +++ Child Edu & Care Japan
Tokyo Japan, 21 – 22 November 2024



Highly targeted Child Edu & Care Japan 2024 concludes successfully after attracting 3,801 visitors

Tokyo, 16 December 2024. After two days of intense and fruitful business and information exchange, the Childcare & Education Business & Service Fair, also known as Child Edu & Care Japan 2024, concluded its sixth edition on 22 November. Taking place at the Tokyo Metropolitan Industrial Trade Center HAMAMATSUCHO-KAN, the show drew 3,801 visitors, with over half comprising directors and staff from nurseries and childcare facilities. Featuring a record 202 exhibitors and an insightful fringe programme, many fairgoers praised it as a valuable platform for discovering innovative solutions and addressing on-site challenges.

Spanning three hall floors, the exhibition featured solutions for early years settings, including safety measures, hygiene products, educational toys, nutrition tools, and learning materials. Advanced ICT (Information and Communication Technology) services to enhance operational efficiency were also presented. With a variety of exhibitors showcasing to a variety of childcare and early education professionals, the show was filled with lively business discussions and networking opportunities between fairgoers.



The vibrant fair included numerous nursery professionals. Source: Messe Frankfurt Japan Ltd

Ms Masami Ono from SEASTAR Co., Ltd., a returning exhibitor, shared: “Child Edu & Care Japan provides a valuable opportunity to directly engage with the ever-evolving needs and challenges of the childcare sector. This year, we noticed increased interest in nap-time monitoring systems. Many attendees asked detailed questions about costs,

guarantees, and post-implementation support, which is leading to promising business discussions.”

First-time exhibitor Mr Shinichiro Nishioka, Director of Earth Kids Co., Ltd., also expressed satisfaction with their experience: “We successfully achieved our goals of building new networks and raising awareness of our services. The strong demand for services aimed at children with developmental disabilities became clear, and we are already looking forward to exhibiting again next year.”

Expert-led seminars and workshops inspired attendees

The show also featured 16 seminars and seven workshops led by industry experts, covering a broad range of topics from management strategies to educational best practices. One standout session by Taiyo Imazu, Representative Director and Childcare Changemaker, highlighted several nurseries that have adopted a flexible approach, moving away from rigid adult-imposed rules.

One attentive childcare practitioner and nutritionist in the audience, Ms Natsumi Wakutsu and Yuna Saito of Gakken Cocofump Nursery Corporation, commented: “As we are focused on child-centred care, this seminar provided highly relevant insights. The video examples, which showed children’s reactions, helped deepen our understanding of how these approaches can be practically implemented.”

Child Edu & Care Japan continues to position itself as a must-attend show for professionals in the childcare and education sectors. With its comprehensive offerings and collaborative environment, it is driving innovation and growth in the industry. The next show will be held from 20 – 21 November 2025 at the Tokyo Metropolitan Industrial Trade Center HAMAMATSUCHO-KAN.

Other Child Edu & Care shows by Messe Frankfurt include:

Child Edu & Care Japan West

16 – 17 July 2024, Mydome Osaka

Press information and photographic material:

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

Links to websites:

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



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

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