

## Highly targeted Child Edu & Care Japan 2025 welcomes over 3,600 visitors

**Tokyo, 22 December 2025. Japan's premier trade fair for childcare and education business and services, Child Edu & Care Japan 2025, wrapped up successfully on 21 November 2025. The two-day fair at the Tokyo Metropolitan Industrial Trade Center HAMAMATSUCHO-KAN attracted 214 exhibitors – the highest number to date, and 3,670 visitors. Spanning four floors, the exhibition featured seven zones – ICT (Information and Communication Technology), Inclusive Nurture, Learning Material, Toy and Play Equipment, Nursery Operations, Food Education, and Human Resources. The fair provided a comprehensive environment for buyers to compare a wide range of industry-centric products and services.**

This year's edition attracted a strong presence from nursery directors and childcare professionals looking to learn about the latest products and services, and to explore ideas for enhancing their operations. Exhibitors engaged directly with visitors at their booths, gathering feedback and gaining insights into the challenges of early childhood and education professionals.



The vibrant fair welcomed nursery directors and childcare professionals from across Japan. Source: Messe Frankfurt Japan Ltd

The fringe programme, further fuelling the show's 'education first' approach, included 19 seminars, workshops, and training sessions dedicated to improving operational efficiency and educational quality. Several sessions attracted large audiences of up to 200 people. During a seminar titled 'Children Thrive Without Being Scolded', attendee Ms Saki Endo shared that the session reinforced their current approach, giving them greater confidence to proceed. Speakers included education commentators, practicing childcare staff, and

social welfare experts who shared the latest knowledge and practical case studies.

### **Exhibitor and visitor feedback**

Mr Takahito Hirato, Chief Revenue Officer of hab Inc. showcasing in the ICT Zone, a first-time exhibitor, shared: “We introduced our children’s transportation service at the fair, and on the first day alone, we collected around 50 business cards. About half of these came from visitors who are highly likely to pursue meetings or request quotes. Many attendees were decision-makers such as nursery directors, and we also received enquiries from large companies operating extracurricular schools, which broadened the scope of potential discussions. In addition, direct conversations allowed us to identify a new need: supporting children whose travel routes fall outside existing shuttle services.”

Exhibiting in the Toy and Play Equipment Zone, Mr Shuhei Nozawa, CEO of NOZAWA MOKKOU, commented: “Our main objectives for exhibiting are to raise brand awareness and attract new clients. Continued participation also strengthens trust in our company. This year, many visitors learned about our products, and we gained promising leads for new orders and future enquiries. Our ability to offer custom-made solutions is particularly valued by clients with differing requirements at each nursery, highlighting the importance of ongoing relationship-building through repeated participation.”

Mr Kimitaka Okumura, Manager of Business Development and Parenting Support Division at SENSUKAI CO., LTD., showcasing in Nursery Operations Zone, said: “As in the previous year, we prepared 300 brochures, all of which were distributed on the first day, reflecting the positive reception from visitors. Exhibiting at the fair also provides valuable opportunities to connect with other exhibitors. This year, discussions around catalogue listings and collaborative product development emerged, creating new business opportunities.”

A fair visitor, Ms Miho Takeuchi, Principal of Sohara Nursery, shared: “Over the years, we have established ongoing partnerships with several companies we first met at this fair. For instance, a subscription service for diapers that we discovered last year was introduced in our nursery in June. This year, I also attended a seminar on staff attendance management, gaining insights into information security. Opportunities to share concerns unique to nursery directors are limited, so the fair’s networking events with directors from across Japan are extremely valuable.”

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 19 – 20 November 2026 at the Tokyo Metropolitan Industrial Trade Center HAMAMATSUCHO-KAN.

### **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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