

Press release

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## Formnext Forum Tokyo becomes the first Messe Frankfurt event to return in Japan since March

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**Following China, Japan can now be added to the list of countries in Asia where Messe Frankfurt is beginning to resume its physical events. From 24 – 25 September, Formnext Forum Tokyo welcomes 29 leading exhibitors and 13 notable speakers to the Tokyo Metropolitan Industrial Trade Center, as professionals from the additive manufacturing (AM) industry converge to explore technological trends and 3D printing opportunities in the local market.**



Left: Industry updates are presented during a topical AM seminar. Right: Trade visitors explore the aisles at Formnext Forum Tokyo

“After a number of our other events in the country were previously postponed due to the COVID-19 outbreak, we are delighted that Formnext Forum Tokyo is the first Messe Frankfurt event to return to Japan’s trade fair calendar,” says Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd. “We are looking forward to a busy two days of business that will set a positive tone for Messe Frankfurt’s other events to be held in Japan before the end of the year, including Beautyworld Japan West, Interpets Aichi, and Child Edu & Care.”

Offering a series of ten topical seminars and forums as well as a variety of exhibitor presentations and networking opportunities, this year’s Formnext Forum Tokyo will attract visitors from a variety of industrial segments, including those from the automotive, engineering and medical technology sectors.

Despite widespread disruption seen in other sectors, 3D printing has been one of the few industries to benefit from the COVID-19 pandemic. Mr Kajiwara explained: “3D printing offers manufacturers a unique value proposition thanks to its cost saving efficiencies and flexibility. During the

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COVID-19 crisis, 3D printing has been used to quickly produce ventilators and related medical equipment, and this has focused the attention of many business leaders on the applications of 3D printing in other sectors.”

A seminar dedicated to the 3D printing of medical devices will take place on the second day of the forum. Other topics to be explored include innovation, quality assurance, supply chain management, digital transformation and global AM trends.

Hygiene and sanitation measures set out by the Japan Exhibition Association and the Tokyo Metropolitan Industrial Trade Center will be strictly followed throughout the forum to safeguard participants.

Formnext Forum Tokyo is organised by Messe Frankfurt Japan Ltd, the Asian subsidiary of the renowned German exhibition organiser – Messe Frankfurt. In 2019, Messe Frankfurt Japan organised a total of nine events in Japan, including seven in Tokyo, one each in Osaka and Fukuoka. These events welcomed 2,849 exhibitors and 192,895 visitors around the world.

After Formnext Forum Tokyo, Messe Frankfurt Japan will continue to work closely with the local authorities to take precautionary measures and offer safe and effective platforms for the beauty, pets and children education industries to engage and re-establish customer connections at these trade fairs:

- Beautyworld Japan West: 19 – 21 October 2020, Osaka
- Interpets Aichi: 21 – 22 November 2020, Aichi
- Child Edu & Care Japan: 26 – 27 November 2020, Tokyo
- Beautyworld Japan Fukuoka: 8 – 9 February 2021, Fukuoka

For more info about the Formnext Forum Tokyo 2020, please visit [www.formnextforum.jp](http://www.formnextforum.jp).

For more information of Messe Frankfurt Japan, please visit: [www.jp.messefrankfurt.com](http://www.jp.messefrankfurt.com)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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](http://www.messefrankfurt.com)

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