

Press release

February 2023

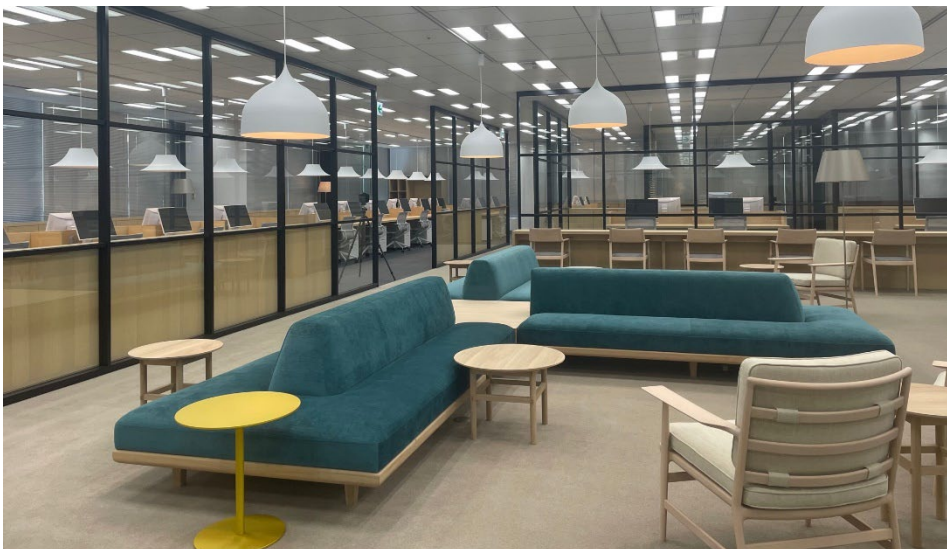
Messe Frankfurt Japan relocates to new office to accommodate expansion

Nanako Kaku/Saori Odajima
Tel +81 3 3262-8453
press@japan.messefrankfurt.com
www.jp.messefrankfurt.com
MFJ2023_02e

The move to larger premises on 20 February marks a new chapter in Messe Frankfurt’s ongoing growth journey in Japan. Following a solid recovery in its trade fair business from COVID-19 related disruption, the company organised 10 events and welcomed 2,838 exhibitors and 183,243 visitors in Japan during 2022.

“With the pandemic on the decline and the trade fair industry recovering faster than expected, we are anticipating further business growth,” says Mr Yasushi Kajiwara, Managing Director of Messe Frankfurt Japan Ltd. He continues: “When considering this expansion, our focus was on reforming our working culture too. We not only wanted to provide a comfortable working space, but also create an environment that encourages creativity and productivity in each staff member. This will enable us to deliver better services to our clients and strengthen our capabilities.”

The new office is located in the central business district of Tokyo, Chiyoda-ward, close to the Imperial Palace. Reflecting a design brief for a comfortable and pleasant working environment, the office exudes a harmonious aesthetic with an ergonomic and modern interior layout and lighting. In addition, a common space located in the center of the office makes it easier for staff to collaborate with each other.



Messe Frankfurt Japan Ltd
4F Sumitomo Fudosan Chiyoda Fujimi
Building, 1-8-19 Fujimi Chiyoda-ku,
Tokyo 102-0071 Japan

Established in 1987 as a subsidiary of global trade fair organiser Messe Frankfurt, the Japan branch has grown from strength to strength over the past 25 years. From one trade fair in 1990, today the office organises 10 events across four of Japan’s most important business regions.

The portfolio includes Interior Lifestyle Tokyo, four Beautyworld themed events for the cosmetics industry, and Tokyo and Osaka editions for Child Edu & Care and Interpets. Japan's largest exhibition for industrial furnaces, Thermotec, is also organised on a quadrennial basis.

The subsidiary continues to add new trade fairs to its portfolio, which the move to larger premises will accommodate. In 2023, the newly launched Beautyworld Japan Nagoya and Interpets Osaka will make their debut. In addition to organising and growing trade fairs, the branch is also responsible for recruiting Japanese exhibitors and visitors to events outside Japan organised by the Messe Frankfurt group.

For more information of Messe Frankfurt Japan Ltd, please visit:

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability
With its headquarters 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

*Preliminary figures for 2022