



CHINA KIDS EXPO 2018

Kids Fashion Zone

**Big Business** for little consumers  
China International Baby Articles Fair

源于大, 专于小

16-18 October 2018 2018年10月16 -18日

Shanghai, China 中国, 上海



中国玩具和婴童用品协会  
China Toy & Juvenile Products Association

koelnmesse

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CKE中国婴童展

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## About CKE



- As the world leading trade fair for premium baby and toddler products - Kind+Jugend's strong global network has strongly supported the China Kids Expo and PUERI in developing the market worldwide.
- With rich network and resources of K+J, CKE has continuously expanded the maternity and infant industry in Chinese market and accumulate over 100,000 trade visitors for the past 6 years.
- As a world-renowned trade fair organizer with over 90 years of experiences in organizing trade fairs in various industries, Koelnmesse has established close contact with clothing industry partners which will help enterprises to develop the global market.



Instead of the traditional trade fair model, the new pattern "B2B+B2C" is created for the exhibitors to showcase the latest products & technologies to over 50,000 trade buyers, and transformed their booths from a meeting place for business partners into attractive "brandscapes" for end consumers which goes up to more than 70,000. TRADE at B2B and MARKET at B2C will definitely fulfill various needs of exhibitors and visitors.



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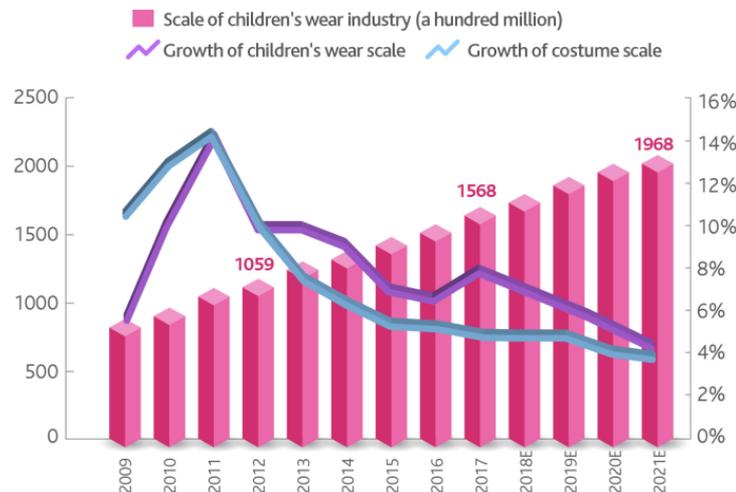
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## Prospect of Chinese children's wear industry

According to the *analysis report of market demand and investment forecast in upscale children's wear industry* issued by Forward Industry Institute, the retail turnover of kids' clothing had a year-on-year growth of 12% (5% above the growth of teenagers'). Along with the grow up of newborn babies, the growth of kids' clothing retail will impact teenagers' as well. The compound growth of children's wear is expected to reach 6.3% in 2021, faster than the 4.6% growth of whole clothing market. Thus the booming trend of children's wear industry is intended to stabilize for a long-term run.



Children's Wear Consumption Per Capita in Different Countries in 2017 (dollar)



Chinese children's wear per capita consumption is relatively lower, since there is no giants in fragmented Chinese children's wear industry compared to developed countries. Global children's wear giants carve up the Chinese market while local brands barely resist impact. However, the increasing average annual disposable income of residents, the pursuit of quality life and the prenatal and postnatal care influence the "6+1" modern family structure. China has the biggest maternal and infant market in the globe, with the gradual brand improvement by local enterprises, Chinese children's wear industry will definitely meet its explosive phase in the near future.



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## Overview of Kids Fashion Zone

Date: 16-18 October 2018

Location: **E6** Shanghai New International Expo Center, Shanghai, China

Area: **1000** sqm

Target brands: **60**

Expected visitors: **60,000+**

## Exhibit Categories



Dedicate to **0-6** kids

**Customized & Boutique**

Kids leisure wear

Socks & shoes

Sports wear

Biggins

Fashion wear

Backpacks

Luxurious wear

Accessories





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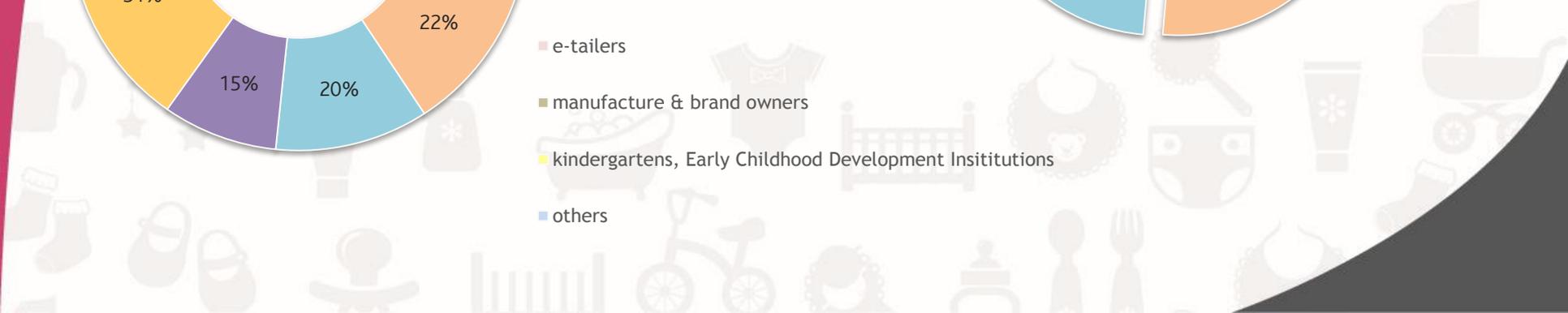
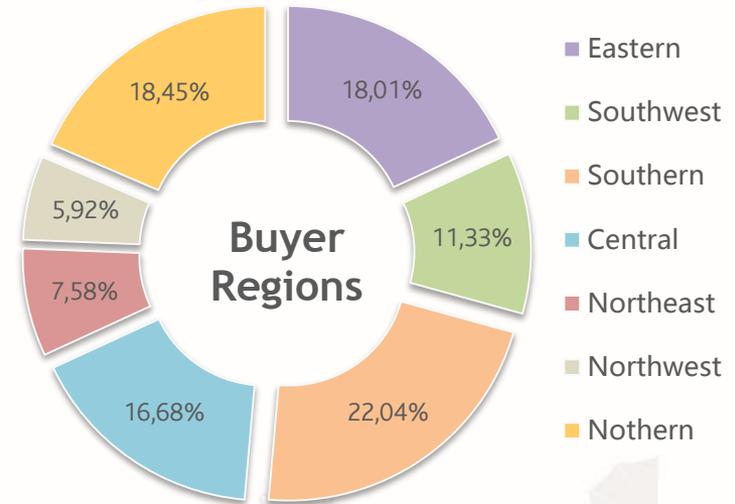
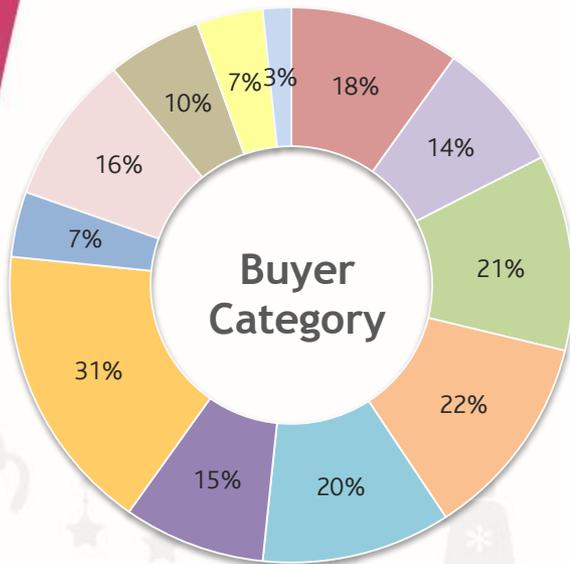
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## CKE 2017 onsite trade visitors at a glance

- shopping malls
- supermarkets
- chain stores & retail stores of baby articles
- municipal distributors & agents
- provincial distributors & agents
- national distributors
- wholesalers
- importers/exporters, procurement offices
- e-tailers
- manufacture & brand owners
- kindergartens, Early Childhood Development Insititutions
- others

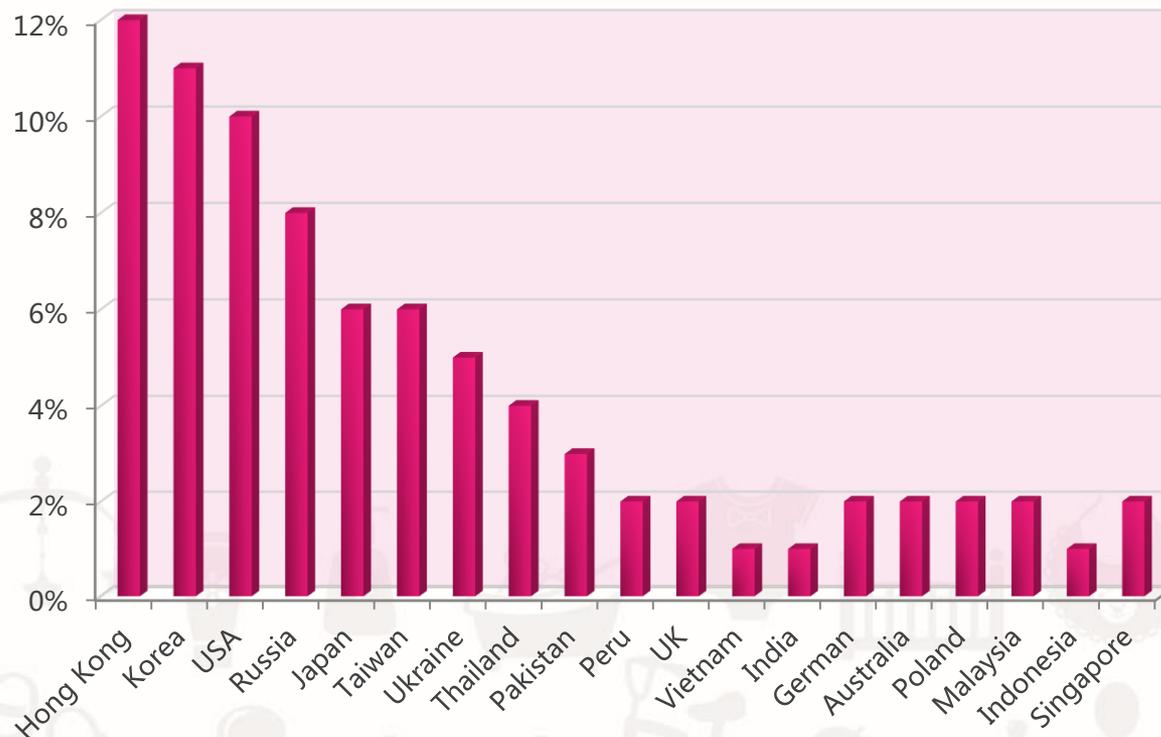




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### CKE 2017 overseas buyers analysis

Except for Walmart, Kmart, Carrefour, GIFU, a large amount of importers gather on spot such as viahart llc from USA, USTRO GMBH from German, PROAR from Poland, Children's Dream Land from Korea and Simaland from Russia.



3,432 international purchasing agents from 129 countries and regions attended CKE 2017. Buyers from the developed countries are in proportion of 47%. The top ten countries/ regions are Hong Kong, Korea, Taiwan, Japan, Russia, the United States, Thailand, Pakistan, Russian Federation and Ukraine.

■ Overseas buyers distribution



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## 源于大 专于小

### Invited buyers

Provincial and municipal agencies, major department store, supermarkets covering nearly **500** cities in **31** provinces in China.



### Maternal & infant articles shops

- Leyou | Lijiababy | Kidswant
- Toysrus | Xiyangyang | Eyababy
- MSH's | Guziyy | Xiaofeixiang
- Babemax | Imbaby

### Shopping malls / department stores

- Ginza-mall | SCITECH Plaza | Parkson
- Bao Da Xiang | Shanghai New World
- IFC | IAPM | Wanda Group
- Lufthansa You Yi Shopping City

### Channel of E-commerce

- Tmall | Tmall.HK | JD
- Amazon | Kaola | Mia
- Gome | Suning | Walmart
- VIPS | Jumei | Leyou



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### Media & promotions



Voice from the experts multi-dimensional publicity



Enhance media exposure comprehensive news coverage



E-newsletter & direct mailing



Features & exclusive reports



Industry trends & market information sharing



Influential SNS promotions



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## Supporting Program Introduction

### Kids Fashion Catwalk

Interactive catwalk show displayed by child models, revealing the diversity, functionality and sense of fashion in order to improve brand recognition and influence.



### Matchmaking

Retail outlets such as retail stores, trade buyers, procurement of department stores and E-tailers will be invited on-site to meet exhibitors one-on-one.



### Children's Wear New Retail Forum

Topics such as opportunities brought to the Children's wear enterprises through integration of online services, off-line experience, modern logistic, and the New Retail Model will be shared by industry experts during the forum.



### DIY Interactive Zone

Dedicate to children consumers and aims to provide a platform to show personality and talent of a child, cultivating and promoting aesthetic judgments and DIY abilities. DIY products are likely to be performed at the scene.





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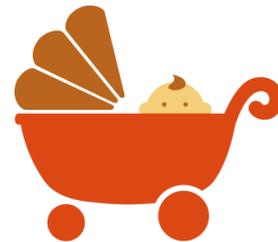
### CKE 2017 Review

57,500  
square meter

556  
exhibitors

50,083  
trade visitors

3,432  
international buyers



**CHINA  
KIDS EXPO**  
中国婴童展

180,000  
square meter

2,023  
exhibitors

71,819  
trade visitors

6,079  
international buyers

69,037  
consumers (CKFE)



**CHINA  
KIDS EXPO**  
中国婴童展



**CHINA  
TOY EXPO**  
中国玩具展



**CHINA  
LICENSING EXPO**  
中国授权展



**CHINA  
PRESCHOOL EXPO**  
中国幼教展





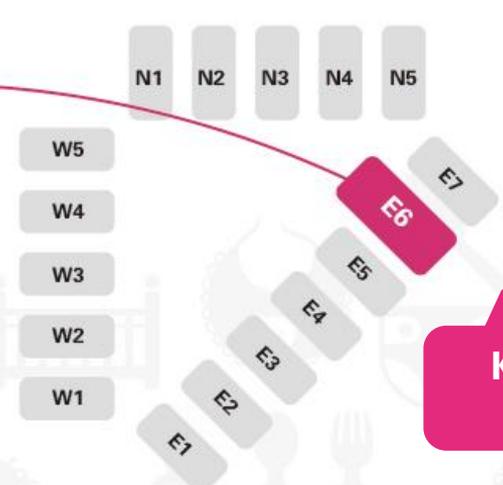
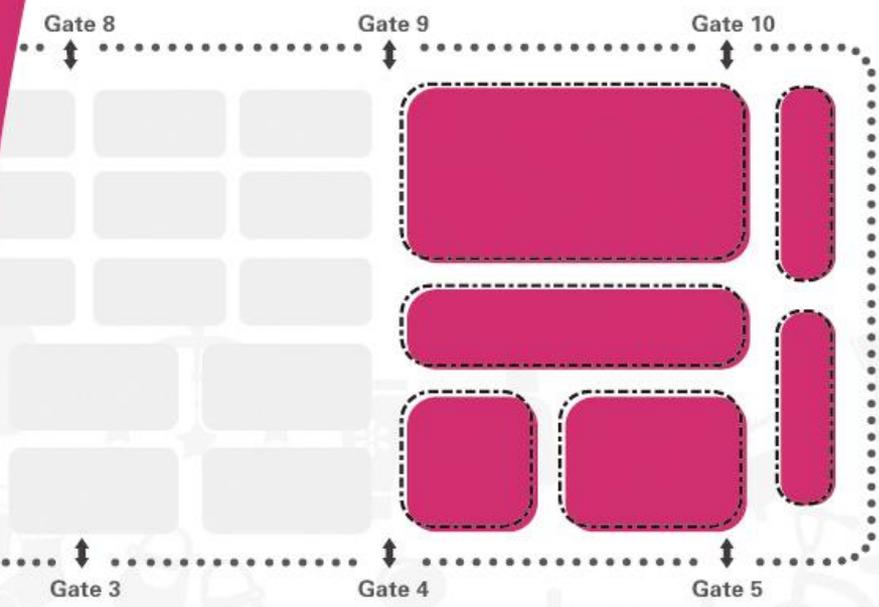
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## Kids Fashion Zone Layout



**SNIEC**  
上海新国际博览中心  
SHANGHAI  
New International  
Expo Centre

**Kids Fashion Zone**



## Opportunities of participation

- ✔ Kids Fashion Zone consists of boutique children's wear showcase and abundant activities formed by renowned designer and industry experts
- ✔ Onsite matchmaking will invite trade buyers from various channels, including well-known E-commerce platforms, department stores, franchisees, retailers and agents
- ✔ Integrated marketing promotions consist of O2O promotion and comprehensive media exposure for brands, from preliminary warm-up period to onsite live broadcast
- ✔ Diversified activities such as children's wear catwalk show, children's wear industry forum, children's wear design show, customized matchmaking program to enlarge brand exposure out-of-booth

## Contact us

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