

The **15th** Shanghai International Children Baby Maternity Industry Expo

205,000
m²

2,836
brands

2,147
exhibitors

81,518
visitors

FINAL SHOW REPORT



22-24 July 2015

Shanghai New International Expo Centre, China

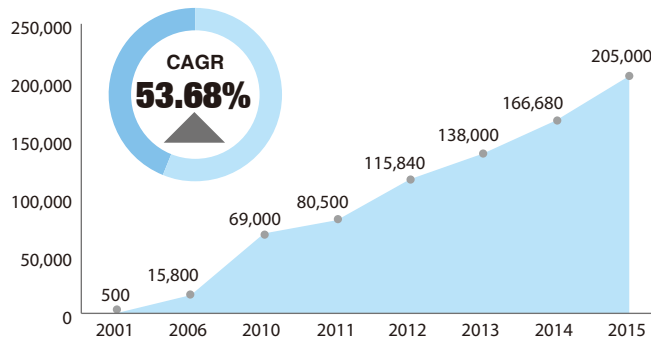
www.cbmexpo.com

World's Largest Sourcing Event for Child Baby Maternity Products

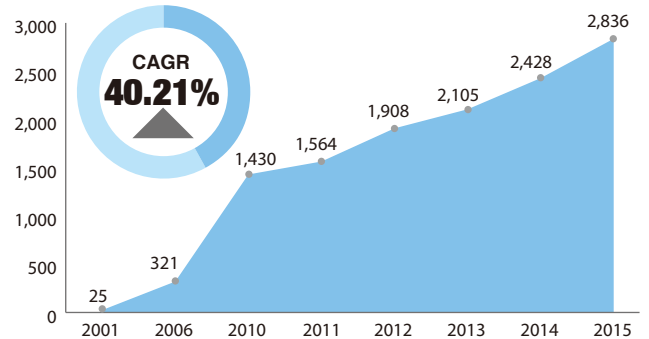
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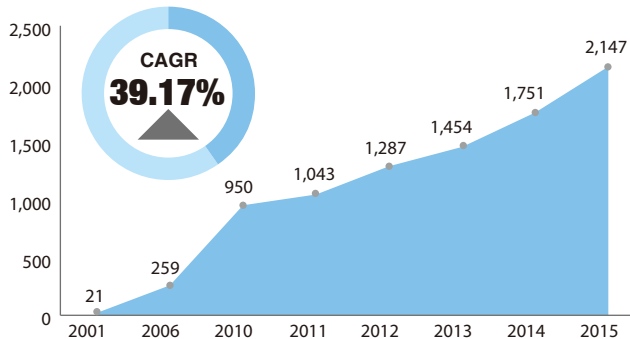
Show Scale



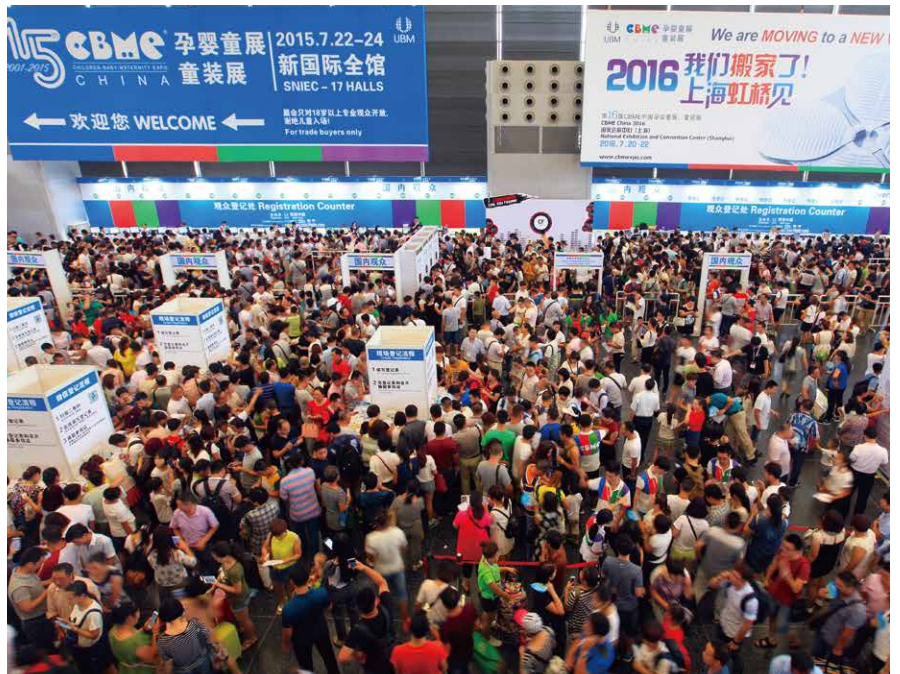
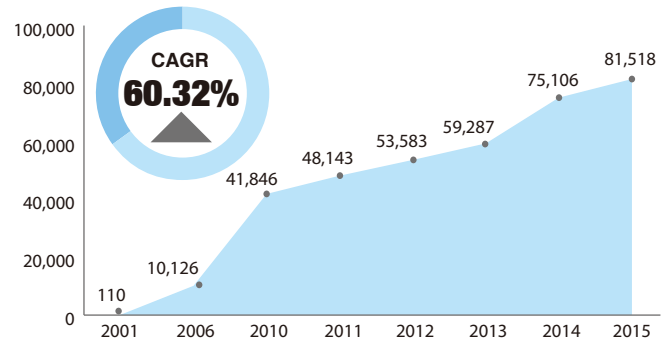
Number of Brands



Number of Exhibitors

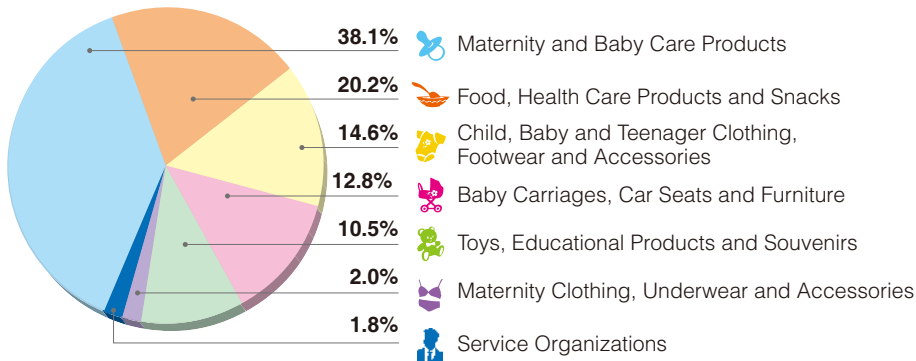


Number of Visitors

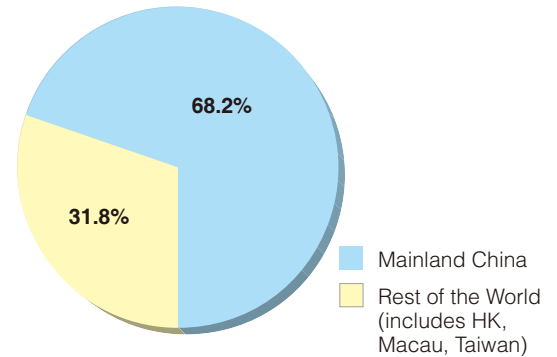


Exhibitors Analysis

Exhibitors by Product Category



Exhibitors by Country



International Pavilions

389 brands from 26 countries showcased their brands and latest products at the International Pavilions.

"We have been attending CBME China since 2012. We really think that CBME China is the most important event in the world for the children sector, which helps brands to reach whole Asia market."

--- Lores Segura, CEO of ASEPRI

Licensing Zone

Doraemon, Thomas & Friends, Hello Kitty and other popular cartoon characters made up this year's Licensing Zone.

"CBME China has large attendance. It is a great opportunity for us to build brand awareness. During the show, many companies in clothing, baby food and baby care business have shown strong interest in our license properties."

--- Huangjin, Licensing Director of Hunan Jinying Cartoon Co., Ltd



OEM/ODM Pavilions

OEM/ODM Pavilions is the place where big retailers can find reliable OEM/ODM partners to develop own brands. This is also where OEM/ODM suppliers can get more sales orders.

"The OEM/ODM pavilion is an ideal place to showcase our expertise in OEM. We are always trying to offer quality products at reasonable price. This year we've received quite positive responses from many trade buyers."

--- Liu Zonggui, General Manager of TaiZhou KimBaby Infant and Child Articles Manufacturer Co., Ltd.

Cool Kids Fashion Shanghai

67 international fashion brands showcased their latest collection to 13,480 professional fashion buyers.

"This is our first time to exhibit in a fair in China. Cool Kids Fashion Shanghai is a great event. It has fantastic attendance. I think this is the biggest and the best kids fashion trade show I have ever seen in the world."

--- Mark Jaynes, Vice President and Co-founder of Rockin' Baby



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"We have been attending CBME China for 15 consecutive years. CBME China has the most professional buyers, which is an ideal platform for us to showcase our brand and products. We also benefit a lot from the activities held during CBME China including industry summit, Baby Store Sales Contest and more. Through all these activities, we are able to learn the trend of the industry and get inspirations from case studies of other companies. CBME China is leading the development of the baby products industry."

--- Ye Fangying, General Manager of Pigeon (Shanghai) Co., Ltd

"CBME China covers a full range of toys as well as baby care products. We've found it a good platform to showcase our products to more target audience. In this exhibition, we not only gain professional buyers, but also be able to get media exposure, build brand awareness and access a larger market."

--- Qui Yingying, Vice President of Hape International (Ningbo) Ltd

"CBME China is one of the most exciting shows which we have participated in. This year we launch our new car seat here and hope to build brand awareness in China's booming market. We are quite satisfied with the exhibition."

--- Martin Boyle, CEO of iCandy World Limited

pigeon 贝亲



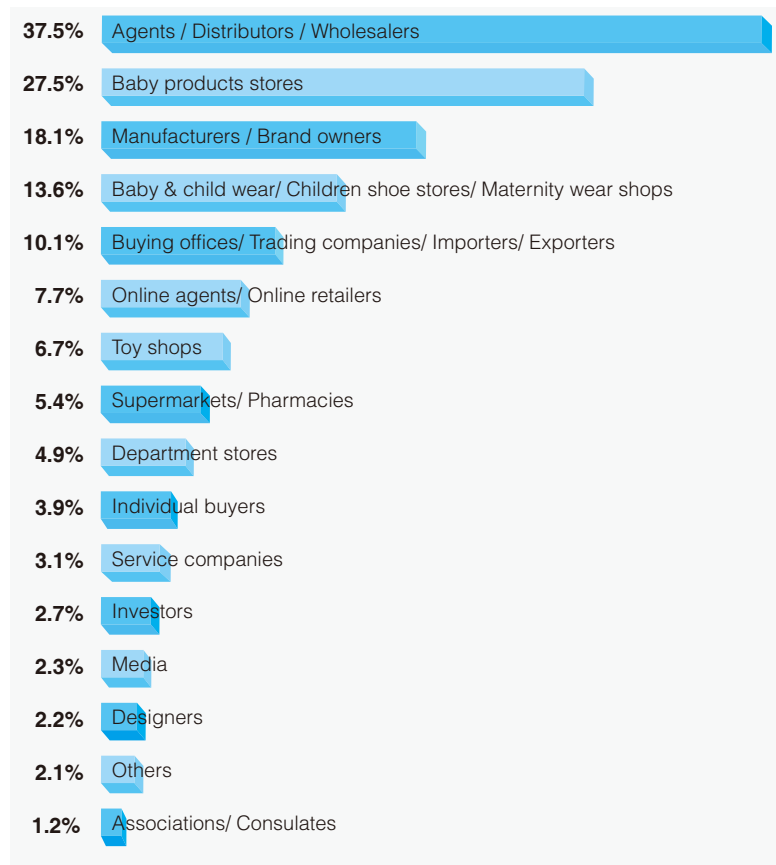
源自德国 Since 1986

iCandy

Est. 1933 | London

Visitors Analysis

Business Nature of Visitors



Purpose of Visit



Visitors Say



"CBME China 2015 showcased a huge variety of children products, and the show floor is clearly categorized, which makes it easy for visitors to find products they need. The overall visiting experience is very nice. I like the Private Buyer Meetings for it allows me to meet my preferred suppliers. It is very efficient and fruitful. We will visit CBME China again next year!"

--- **Jia Min, Marketing Manager of Intime Retail (Group) Company Limited**

"This is my first time to visit CBME China. Compared with other trade shows in this industry, CBME China has more brands, products and covers a wider range of products. A large quantity of international brands can be found here. Also, the onsite services are excellent, which totally improved my visiting experience."

--- **Cindy Chong, General Manager, Baby Kingdom (83) Pte Ltd**



"CBME China plays a significant role in China's baby products industry. Here you can exchange ideas, share experiences to learn from each other. I've really learned a lot through CBME China."

--- **Hu Linying, General Manager of Suzhou Yingzhidao Pregnant Infant Supplies Co., Ltd**

"CBME China brings worldwide baby products covering all sectors under one roof. We are impressed by its amazing scale and huge number of brands. We come to CBME China every year to find new brands and maintain relationship with our business partners."

--- **Li Jiamei, General Manager of KunMing Xiaotaiyang Children's Product Co., Ltd**



"By attending CBME China, we are able to learn new trends in the baby products market and develop new business partners."

--- **Chen Linli, Regional Purchase Manager, China Resources Vanguard Co., Ltd**

"Today we have met many good plush toy suppliers. They offer high-quality baby products with good look and reasonable price. It is really worth coming to CBME China."

--- **Lisa Lowth, Gift Importer & Distributor, Wreak Havoc**



Event Highlights

Baby, Child and Maternity Products Industry Summit ①

More than 5,000 visitors learned from 27 industry experts as they gave an overview of China's child, baby and maternity products market, shared best practices, industry trends and information on how to grow their business in the region.



Private Buyer Meetings ②

29 big buyers from China and abroad participated in the business matching program, meeting with 688 pre-selected suppliers in a span of three days.

"This is the first time to visit CBME China. I am surprised at the size of the exhibition. It is the biggest one I have ever joined. The visitor services on site are quite useful. I am really impressed with the new items showcased and have found everything I am looking for. Since I need to keep up with new trend, next year I will surely attend again."

--- Takashi Murata, buyer from Nishimatsuya

CBME AWARDS ③

100 distinguished judges and 160,000 visitors from both online and offline voted for 165 nominated companies and products to encourage the industry professions. 153 innovative products were showcased, which generated great attention from onsite visitors.



Cool Kids Fashion Shanghai ④

- 942 aspiring designers from all over the world competing for the Kids Fashion Design Contest Award.
- Autumn/Winter 2016-2017 children fashion trends featured in Trend Zone.
- 7 Kids Fashion Shows showcasing the latest fashion for kids.
- Three educational sessions by industry gurus at Trend Forum sharing fashion trends and business know-how.

"The Design Fashion Show is fantastic. The Contest tells how to get to the heart of kids fashion design and show off carefree childhood. All key players in kids clothing industry could learn from the show."

--- Sandy Chu, trend editor from WGSN

Best Baby Store Sales Contest Awards – Best Kids Wardrobe Stylist Contest ⑤

Over 60,000 baby store sales personnel from 4,572 baby chain stores joined in this years' Best Baby Store Sales Contest. 24 finalists dressed up and styled kids models and vied for the Awards.

The Awards goes to:

First Prize: Liu Qunti from Yunnan Dengkang Investment Co., Ltd

Second Prize: Wang Yanli from Changsha Eya Industrial Co., Ltd

Third Prize: Wang Huang from Luoyang Qicaixing Baby Products Store, Wang Lili from Shanghai Michaelis Infants and Pregnant Health Management Ltd, Zhang Weiqin from Aitiantian Baby Products Store

"The contest brought together a large number of contestants, professional judges and stylish clothes. The contest itself has positive influence on the kids clothing sector as more store owners and sales personnel see the importance of clothes styling training. It also created a good platform for industry people to share experiences and learn from each other. I believe after this contest, more talented sales person will stand out and be recognized, and will give more contribution to the whole industry."

--- Xie Xiaoyun, General Manager of Yunnan Dengkang Investment Co., Ltd



2,732 Media Exposure to Bring CBME China Forefront in the Industry



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| <ul style="list-style-type: none"> • 163.com • Baby News • Business Weekly • China Trade News • CWB • Global Times • Kidx Journal • NINSMODA • Puericultura Market • Sinchew • Tencent Net • Xinmin.com | <ul style="list-style-type: none"> • 1st steps • Baby & Junior • CCTV net • Chinanews.com • Dragon TV • Grazia.com • Korea Baby News • Nursery Online • Shanghai TV • Sina.com • The Show Style • Yicai.com | <ul style="list-style-type: none"> • ALLI.com • Baby & Kids Magazine • China Business Herald • China Fashion Weekly • Earnshaw's • Hong Kong Economic Times • ku6.com • Nursery Today • Shanghai Morning Post • Sohu.com • TOM • YOKA | <ul style="list-style-type: none"> • Aving.net • Baby Talk • China Business News • China Economic Times • Eastday.com • iFeng.com • letv.com • Nanyang Business Daily • Shanghai Business Daily • Star • Tudou.com • Youku.com | <ul style="list-style-type: none"> • Baby Maternity Retailer • Bangkok Post • China Economic Herald • China Women's News Daily • Economic daily • International Finance News • Me & con • Onlylady • Singapore Morning Post • StyleTV • Viet Nam News • | <ul style="list-style-type: none"> • Baby & Children's Product News • BRANZA • China Economic Net • COLLEZIONI BAMBINI • ELLE.com • Kankan.com • Mother & Child • Oriental Morning Post • Singapore Business Times • Textile and Apparel Weekly • Xinhuanet.com |
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* in alphabetical order

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CBME China 2016
National Exhibition and Convention Center (Shanghai)
20-22 July 2016

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