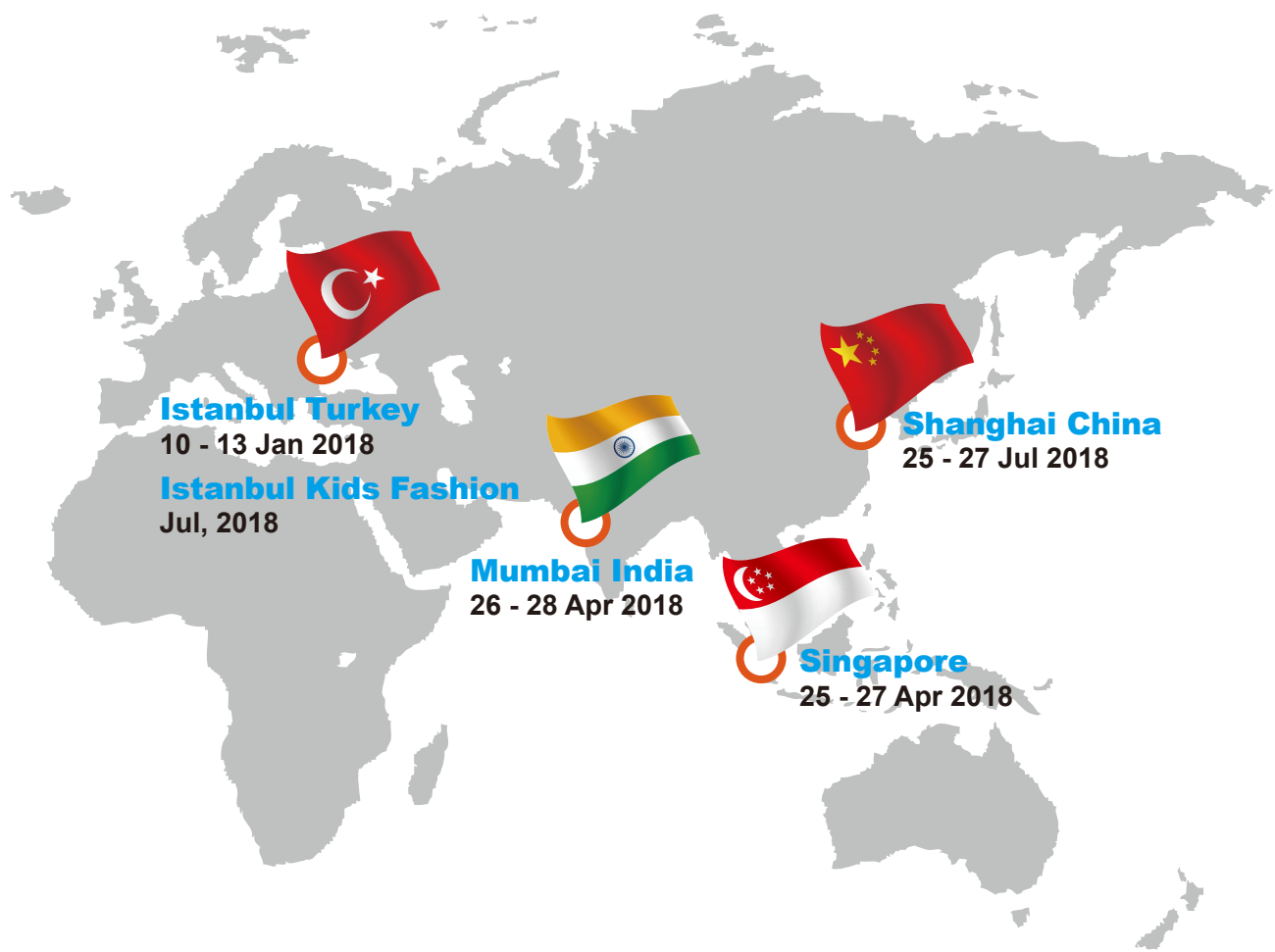


Your Gateway to Key Sourcing Hubs for  
Child, Baby and Maternity Products & Services



SALES OFFICES

China and Other Overseas

Countries/ Regions	India	Italy	Japan	Korea
Mr. Luis Euan	Mr. Pankaj Shende	Mr. Giorgio La Ferla	Mr. Nobuaki Nito	Mr. Hogun Cha
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Singapore	Spain/Portugal/France	Taiwan	Turkey	United States
Ms. Alicia Chen	Mr. Eduardo J. Teixeira-Alves	Ms. Meiyu Chou	Ms. Hatice Dincer	Ms. Coco Yang
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The 17<sup>th</sup> Shanghai  
International Children Baby and Maternity  
Products Industry Expo

19-21 July 2017 National Exhibition and Convention Center (Shanghai)  
No. 333, Songze Avenue, Qingpu District, Shanghai, China

POST SHOW  
REPORT  
www.cbmexpo.com

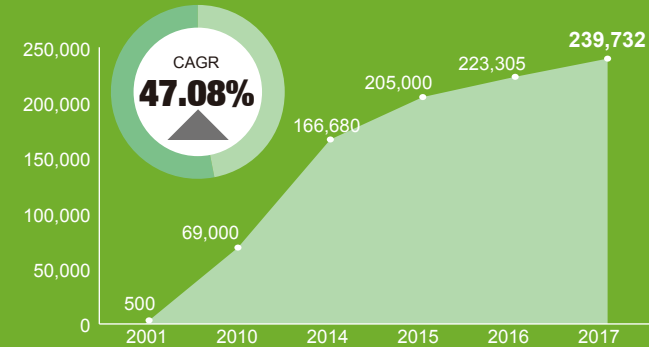


# CBME China 2017

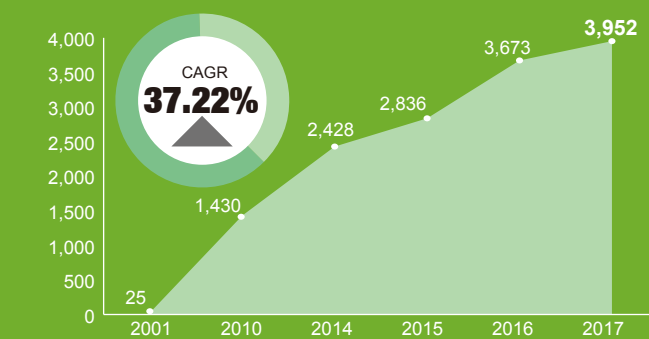
239,732<sub>sqm</sub> 2,662<sub>exhibitors</sub> 3,952<sub>brands</sub> 88,316<sub>visitors</sub>

## Facts & Figures

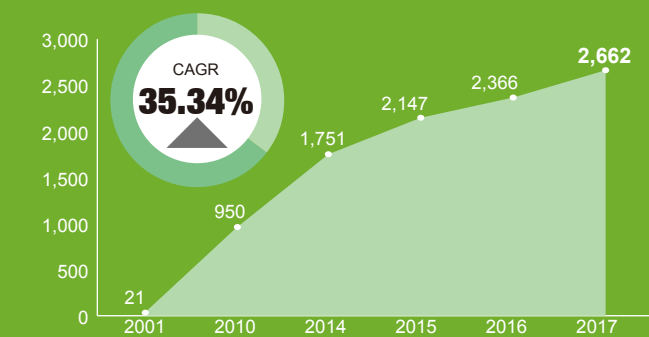
### Show Scale (m<sup>2</sup>)



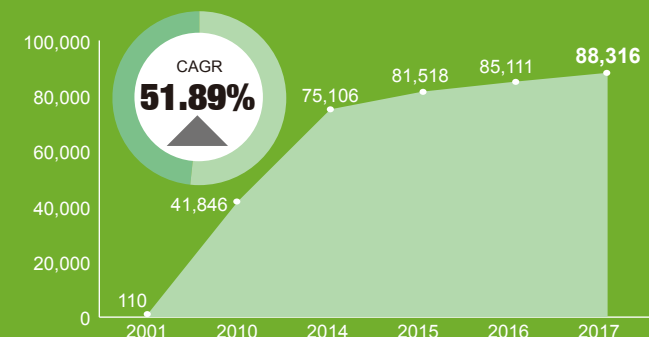
### Number of Brands



### Number of Exhibitors



### Number of Visitors



## Specialized Zones and Pavilions

### International Pavilions

169 brands showcased their latest products and services at CBME China 2017. It featured pavilions from Australia, Canada, France, Hong Kong, Japan, Korea, North America, Spain, Taiwan, United Kingdom, Singapore, and more.

"The number of new and regular customers who placed order at CBME China 2017 is at least 10 times more than in previous years. CBME China means a lot to us, and we will increase our exhibition space next year. As the exclusive distributor for b.box in the Great China Region, CBME China is the only trade show we exhibit at."

**b.box** - April, General Manager, Beijing Qing International Trading Co., Ltd.  
Category: Accessories



### Global OEM/ ODM Zone **Upgraded**

The expanded and upgraded Global OEM/ODM Zone is the place for brand owners, retailers and even distributors to look for OEM/ODM companies to help produce and/or design new products.

"CBME China provides us with a good opportunity to expand our customer base, to meet the needs of potential and existing customers, which creates a more valuable platform for communication between us and customers. As an exhibitor, I'm pleased to join CBME China this year, and I look forward to joining you again next year."

**LAVIDA** PHARMACEUTICALS - Alex Sachet, Marketing Manager, Lavidia Pharmaceuticals  
Category: Hygiene and Health Care Products



### Fine Food Zone **New**



36  
exhibitors

covered eggs, fresh and gluten-free produce, healthy whole foods, rice, seasoning for babies and more.

"The position of the Fine Food Zone at CBME China 2017 is perfect, and we hope the zone will be expanded next year. CBME China has provided us with a platform to engage with close to 500 sales leads."

- Liwei Qiao, Assistant to General Manager, Qingdao Wolong International Trade Co., Ltd.

**沃隆**  
WOLONG

Category: Snacks

### Fabulous Mom Zone **New**

65  
exhibitors

showcased health & beauty, health & wellness/fitness, maternity clothing, postpartum care services, prenatal, pregnancy, and postpartum care and more.

"The Fabulous Mom Zone at CBME China has offered us a great platform for people to learn about our company. Our booth was visited by crowds and crowds of people, and we have developed new partnerships with many of them."

- Xianglei Kong, Chairman, Xuzhou Leishipuai Biological Technology Co., Ltd.

**雷氏普爱**  
LEISHIPUAI

Category: Pregnancy and Postpartum Care



### Outdoor Recreation and Sports Zone **New**



19  
exhibitors

showcased bicycles, in-line skates & roller skates, manual & electric scooters, and more.

"CBME China launched many specialised zones and pavilions, which were useful in meeting exhibitors' needs. For instance: the Outdoor Recreation and Sports Zone gathered many related companies together, which not only helped to facilitate communication but also fostered cooperation amongst exhibitors."

- Xiancheng Li, Deputy General Manager, Ningbo Topright Leisure Products Co., Ltd.

**TOPRIGHT**  
TOPRIGHT

Category: Bicycle

### Fun Learning Zone **New**

30  
exhibitors

featured early education in form of play, music and movement programs, playground, swimming pool, photography and more.

"Compared to other kids expos, the specialised zones and pavilions at CBME China 2017 provided professional visitors with fresh ideas. We have been able to reach out to close to 500 potential customers, clinched 10 deals on-site as well as confirmed 15 potential deals."

- Liqiao Pan, General Manager, Qiaobao Industrial Company Limited

**CHOWCHOW**  
CHOWCHOW

Category: Playground



### Cool Kids Fashion Shanghai

showcased 95+ fashion brands from 16 countries and regions.

"As the leading kids fashion show in China, Cool Kids Fashion Shanghai possesses proven ability to attract fashion professionals and I can particularly trust the organizers' ability to mobilize resources. Through this exhibition, we have attracted a lot of interested customers and are already following up with the next steps."

- Fang Zhu, BU Director, Shanghai LUOLAI Home Textile Co., Ltd.

**luolai** Category: Children and Baby Home Textile



# Event Highlights

## CBME China Industry Summits and Seminars<sup>①</sup>

More than 5,720 audience learned from 28 industry experts who provided an overview of China's child, baby and maternity products and services market, shared best practices, industry trends and information on how to grow their business in the region at 19 sessions of **summits and seminars**.

## CBME AWARDS<sup>②</sup>

100 distinguished judges and trade visitors voted for 219 finalists of the **CBME AWARDS**. CBME AWARDS is China's child, baby and maternity products and services industry's most anticipated awards.

## Innovative Products Awards<sup>③</sup>

64 finalists of the Innovative Awards were showcased at **CBME China Innovative Awards Gallery**. The Innovative Products Awards aims to recognize design excellence and product innovation. Winners are determined by popular votes and a distinguished panel of judges.

The winners are:

- **Baby Bedding and Furniture:** Kid's Smart Lamp, (Shenzhen Kang Kang Network Technology Co., Ltd.)
- **Baby Feeding Product:** Closer to Nature, Shanghai Jahwa United Co., Ltd.
- **Baby Travel Gear:** Multifunctional Air Purifying Baby Stroller, Suzhou RongXuan Electric Co., Ltd.
- **Educational Product:** Mighty Mountain Mine, Hape International (Ningbo) Ltd.
- **Baby Car Seat:** Micolor Iron Man Child Safety Seat M8, Guangzhou Alpha Baby Products Limited Company
- **Baby Care Product:** Water Circulation Bathtub, Decobébé (Shanghai) Co., Ltd.

## CBME China Product Design Awards Gallery<sup>④</sup>

The awards received 669 entries, of which 19 were shortlisted to be on display at the **CBME China Products Design Awards Gallery**. The winners of Gold, Silver and Bronze Awards are:

- Gold Award: PUREEGG Pacifier Protector (Lin Tzu Hsiang, Freelance Designer)
- Silver Award: Childhood in the Tree Hole (Kaiao-Sang, Fujian University of Technology)
- Bronze Award: Multi-function Cradle Design (Hao Wang, Yancheng Institute Of Technology)
- The Most Marketable Design Award: Attles Teethbrush (E-jun Li, San-ming University)

"CBME China is a very professional and international communication platform for the baby products industry. Many of CBME China's products this year have broadened my outlook. In the Product Design Awards Gallery, I have seen a lot of excellent designers and creative design works. The contest also provides a good platform for enterprises to find talent, and bridge between enterprises and designers."

- Tao Chen, Founder and CEO of inkey, Director of Industrial Design Department at University of Shanghai for Science and Technology



## The 12<sup>th</sup> Best Baby Products Store Sales Person Contest<sup>⑤</sup>

Over 26,842 sales personnel from baby products stores from all over China joined this year's **Best Baby Products Store Sales Person Contest**. Winners were selected based on skill, product knowledge and customer service. Top 21 finalists vie for the title during CBME China 2017.

The winners are:

- Gold Award: Jingjing Yang, Liaoning Lollipop Children's Department Store
- Silver Award: Peiying Yu, Hubei Province Xiaogan Aiyingwu Infant & Mom Chain
- Bronze Award: Huachao Li, Kidswant Children Products Co., Ltd.
- Bronze Award: Huan Li, Hebei Prince Sheep Enterprise Management Co., Ltd.

"Through the Best Baby Products Store Sales Person Contest, we have learned that mothers nowadays no longer look for branded goods only. In addition to the quality products, there is a growing need for shopping guides to make informed decisions. This contest not only enhances sales professionals' awareness in parenting, but also fosters customers' trust in professional child-care takers."

- Dongfei Xu, President, Liaoning Lollipop Children's Department Store

## Cool Kids Fashion Shanghai<sup>⑥</sup>

1,241 aspiring designers from all over the world competed for the **Kids Fashion Design Contest Awards**.

The winners are:

- **Gold Award:** Sant orini's Yearning (Wenjing Huang)
- **Silver Award:** Children of Lake Karen (Shengnan Tang)
- **Bronze Award:** Swim from the Pacific to the Atlantic (Zeyan Lu)
- **The Most Marketable Design Award:** A Footloose Travel to the Sea (Jiaoyang Zhang)
- 4 Kids Fashion Shows showcased the latest fashion for kids
- Exclusive Kids Fashion Show for Spanish Clothing Brands
- Momo grow Maternity and Kids Fashion Shows
- 2 Trend Forums featuring industry guru shared their fashion trends and business know-how

## Private Buyer Meetings<sup>⑦</sup>

Over 1,563 sessions of **business matching** were made with 106 big buyers and business partners from big department stores, supermarkets, online retailers, chain stores, key distributors from China and abroad.

"The thoughtfully organized Private Buyer Meetings has promoted face-to-face communication between brands and retailers. Within three days, we have met with more than 60 brand owners."

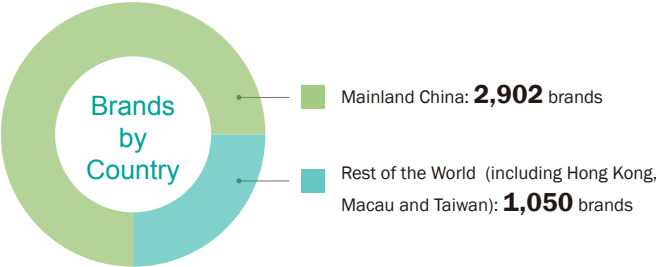
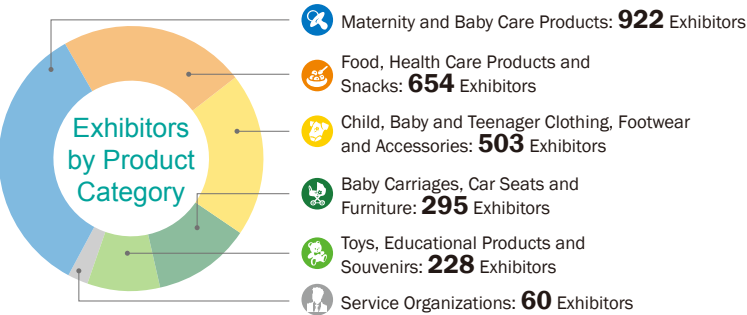
- Hongwei Feng, General Manager, Shaanxi Xiaofeixiang Maternity and Infant Supplies Co. Ltd.

## CBME China Charity Program<sup>⑧</sup>

47 baby products suppliers have donated products to aid underprivileged children. Visitors purchased these products at a discount. All contribution have been collated and will turn over to the beneficiaries in CBME China's Autumn Seminar in October.



Exhibitors Analysis



Specialized Zones and Pavilions

- Fabulous Mom Zone: 65
- Fun Learning Zone: 30
- Fine Food Zone: 36
- Outdoor Recreation and Sports Zone: 19
- Global OEM/ODM Zone: 66 (Overseas exhibitors: 32)

Exhibitors Say

“CBME China has become China's most influential trade fair for the child, baby and maternity products and services industry, which leads the industry development. This is a fast-changing industry, and we have seen the changes in the trade fair.

- Qu Feng, President, Greater China, Wyeth Nutrition (China) Co., Ltd.

We have gained a lot from CBME China 2017. Close to 1,000 potential customers provided us their contact details, over 400 out of which are qualified sales leads. Our new products are very popular on-site. Over 100 trade visitors give down payment. Muwanshijia has been in the exhibition for over 10 years. CBME China provides us with a great platform to get in touch with many new customers and explore more distribution channels.

- Bin He, President, Zhejiang Muwan Toys Co., Ltd.

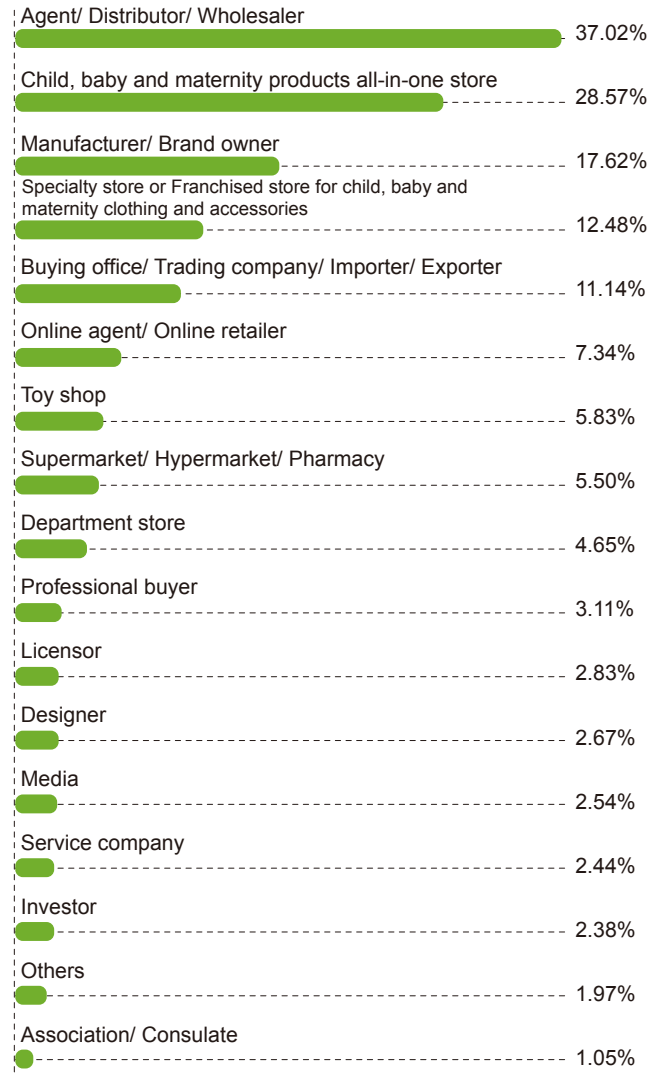
CBME China is the China's leading trade fair for child, baby and maternity products and services industry. Exhibitors can leverage CBME China as the great platform to efficiently engage with retailers, distributors, and other channels to promote their brands. We have gained over 60 qualified sales leads, and 6 placed the orders on-site. We are extremely satisfied with the result of CBME China.

- Yan Cheng, Vice President, Hunan Mengjie Home Textiles Co., Ltd.



Visitors Analysis

Business Nature of Visitors



Purpose of Visit



Visitors Say



“CBME China is the industry’s most influential trade fair for child, baby and maternity products and services. One can learn about the industry’s development and trends at the trade fair. CBME China provides a great platform for retailers and manufacturers to collaborate. Retailers can learn about the latest baby products from manufacturers, and manufacturers can obtain direct feedback from retailers. This is an important factor to facilitate industry development.”

- Hua Chen, General Manager, Child, Baby and Maternity Industry Division, Beijing Wumart Supermarket Co., Ltd.



“We have learnt about new products and brands from CBME China. We have talked to approximately 20 potential brand owners. CBME China is not only a meeting point for industry professionals, but is also a platform to learn about industry developments both in China and overseas, as well as an opportunity for peers to learn from each other. ”

- Jiang He, General Manager, Jiangyin Leyin Children Baby Products Co., Ltd.



“We can learn about the industry development trends and the first-hand information at CBME China. It helps us to know our company's direction and we can know what we need to change to meet customers' demands. We can see that there are some breakthrough in car seats innovation and technology. ”

- Zheng Zhiwu, Chairman, Changsha Zhiyuan Toys Co., Ltd.



“CBME China is the largest and most influential baby fair in China, or even in the world. The quality of its products, summits and exhibits are ever higher. Every year, we send buyers to visit the exhibition to consolidate partner relationships; on the other hand, we want to explore new products and learn about market insight and industry trends. And we have achieved good results! ”

- Yuzhang Li, General Manager, Foshan Qin Zifang Maternal and Infant Supplies Co. Ltd.



“CBME China is where we can find a comprehensive range of child, baby and maternity products and services. It is also the most effective platform for us to find products, brands and network with industry peers. This trade fair also provides us a venue to see the trends in the industry and learn from each other. We are now discussing future partnerships with 53 brands we met at the fair.”

- Ms. Qin Gao, Vice President, Zhuhai Aiyongdao Commerce and Trade Chainstore Co., Ltd.



“CBME China is the trade fair we are really willing to visit, where we can find brands and products we are interested in. This trade fair helps us to make adjustment and it's a great sourcing platform for us to purchase new products and learn about new brands.”

- Lina Xia, Senior Manager, Branding Division, Parkson Business Group Co., Ltd.

4,300+ Media Exposure to Bring CBME China Forefront in the Industry



- 21jingji.com
- China Economic Weekly
- eastday.com
- Global Times
- jiemian.com
- made-in-china.com
- Shanghai Financial News
- Time Weekly
- wenhui.news365.com.cn
- yoka.com
- 61ef.cn
- Chinanews.com
- eeff.net
- hc360.com
- jmw.com.cn
- money.163.com
- Shanghai Observer
- Toy Industry
- xinhuanet.com
- youku.com
- alibaba.com
- China Toys Consourse
- eeo.com.cn
- ifnews.com
- kidsnet.cn
- Nanjing Morning Newspaper
- Shanghai Garment Monthly
- toys-gd.com
- xinmin.cn
- zhgzp.com
- bbs.fobshanghai.com
- cnfol.com
- efu.com.cn
- iqiyi.com
- ku6.com
- National Business Daily
- Shanghai Television Station
- wasu.cn
- xxtef.com
- ...and more
- China Business Journal
- cyol.com
- fashion.sina.com.cn
- iyiou.com
- liansuo.com
- OK!baby
- Shanghai Style
- We-Entertainment
- yangtse.com
- China Economic Herald
- diexun.com
- foodinc
- jiameng.com
- linkshop.com.cn
- people.com.cn
- thepaper.cn
- winshang.com
- yicai.com
- \* in alphabetical order