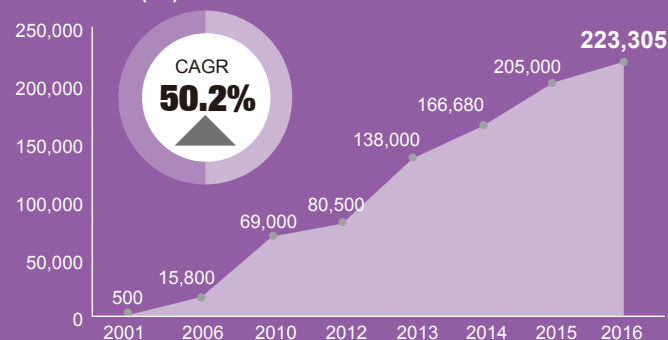


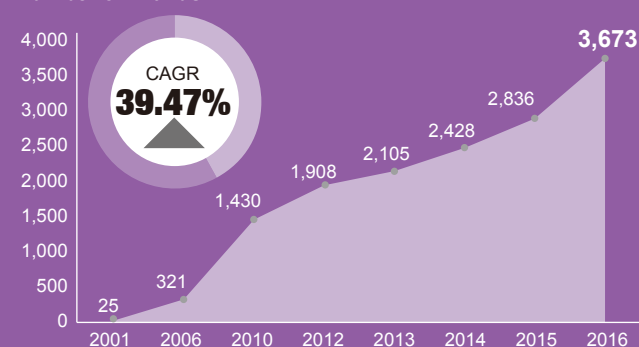
CBME China 2016

Facts & Figures

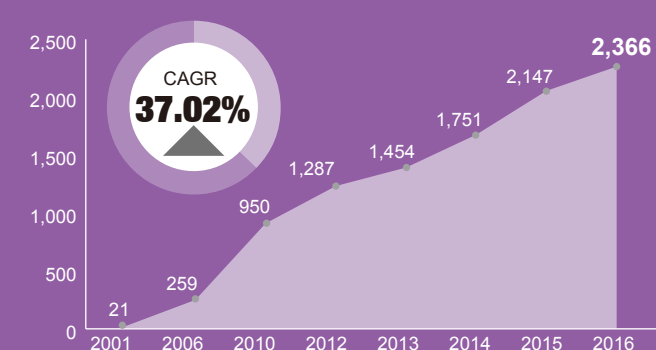
Show Scale (m²)



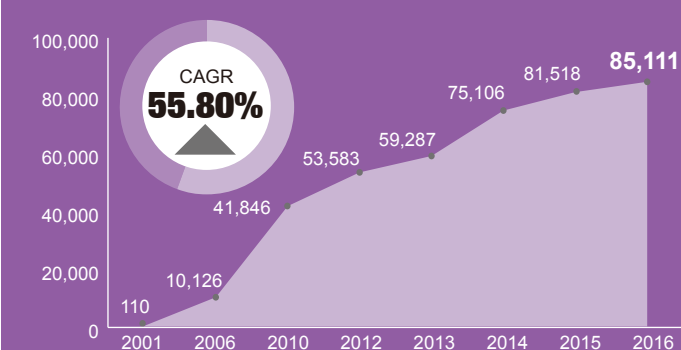
Number of Brands



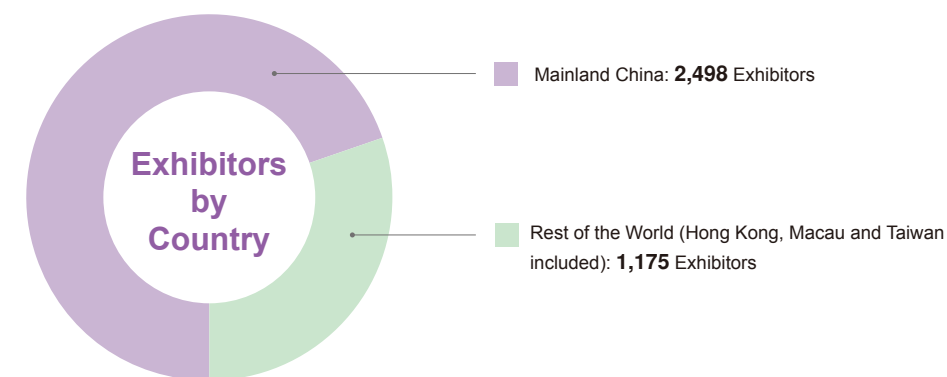
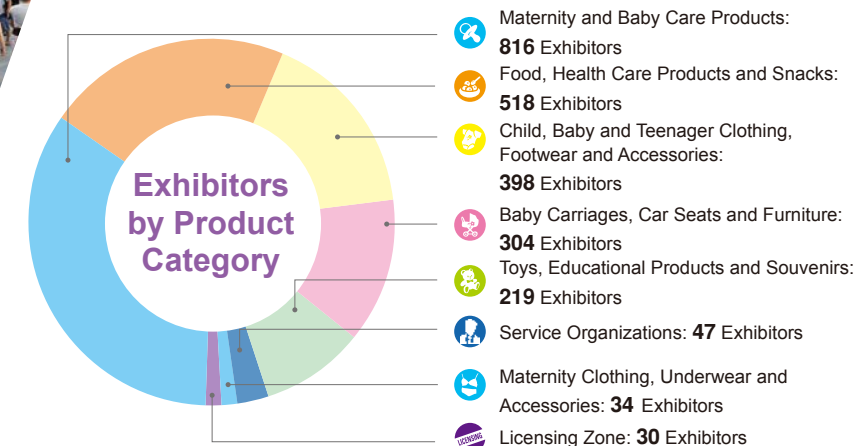
Number of Exhibitors



Number of Visitors



Exhibitors Analysis



Specialized Zones and Pavilions



International Pavilions

245 brands showcased their latest products and services at CBME China 2016. It featured pavilions from Australia, Canada, France, Hong Kong, Korea, Spain, Taiwan, United Kingdom, United States, Singapore, and more.

"CBME China attracts good quality visitors from all over the world. CBME China helps brands from France to connect with buyers efficiently and effectively."

- Charlotte Bantegnie, Trade Advisor, Business France; Business France Chine, Bureau de Shanghai



OEM/ODM Pavilions

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

"Many buyers come to CBME China looking for OEM/ODM partners. The quality of visitors is really good and the chances of visitors sales orders are really high."

- Zhang Zhengkai, General Manager, Qingdao Matrix Lifestyle Textile Co., Ltd.

Licensing Zone

The enhanced Licensing Zone featured over **50** well-known licensors. Brands included: Balala the Fairies, Boonie Bears, Crazy Candies, Datou The Son, Doby and Disy, GG BOND, Happy Toon, Octonauts, Peter Rabbit, Pleasant Goat and Big Big Wolf, Super Wings, Thomas&Friends/Fisher Price and more brands.

"CBME China helps us develop new businesses. We have already connected with over 100 potential licensors. We have narrowed down to 6 companies who have great potential to be our partners."

- Richard Luo, Vice President, Licensing Business Ddivision, Alpha Group Co., Ltd.(Brands & Properties include: Armor Hero, Balala the Fairies, DAVID BACKKOM, Happy Toon, SUPER WINGS, PLEASANT GOAT AND BIGBIG WOLF)

Cool Kids Fashion Shanghai

More than **70** international kids fashion brands from **18** countries and regions showcased their latest collections.

"We've been selling a lot to Chinese customers back from the UK, so it was about time to come over to Shanghai to introduce ourselves and introduce the brand properly. Cool Kids Fashion Shanghai is a great opportunity for us to show our brand to the market. We have met a lot of new customers here."

- Keely Deininger, Managing Director, Angel's Face (United Kingdom)



Exhibitors Say

"CBME China is an important trade fair for baby products and services industry. In recent years, we have never missed CBME China. CBME China is a great platform to showcase our brand and new products. Through the fair, we have met many distributors and buyers. CBME China provides us a good opportunity to explore market."

- Ren Bo, Vice President, Shanghai Greenbox Internet Technology Co., Ltd



"CBME China is a well-established baby products and services trade fair. It is a good venue to learn the industry needs & trends, and find good business partners. We have received over 100 favorable buyer interests here."

- Zhang Xiaoyang, Marketing Director, Greentom China Limited



"This is the first time Vtech exhibiting in CBME China. We have received positive feedback from the market. This is a good venue to promote our brand and products, and it also provided the opportunity to explore new distribution channels. We have received over 200 good leads. 8 media outlets interviewed us. Comprehensive marketing channels have been utilized to promote our brand."

- Jerry Cheung, Vice General Manager, VTech Electronics Industrial (Shenzhen) Co., Ltd.



Event Highlights

Industry Summits and Seminars ①

More than **5,500** visitors learned from **29** 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 **17** sessions of summits and seminars.

"Industry Summits and Seminars enabled us to learn the latest market information and trends. Key players in this industry gathered together in these events, and we can brainstorm and exchange opinions."

- Like Sunny Love Baby Department Stores Co., Ltd.

CBME AWARDS ②

100 distinguished judges, **103,787** visitors and consumers voted for **237** finalists of the CBME AWARDS. CBME AWARDS is China's children, baby and maternity products and services industry's most anticipated awards. It brings renowned experts, industry leaders and media together. CBME AWARDS comprises of Innovative Products Awards, Most Influential Brands, Consumer Choice Awards and more.

Innovative Products Awards ③

243 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 from a distinguished panel of judges.

"CBME China Innovative Products Awards is one of the industry's most anticipated awards. It is our honor to be one of the finalists."

-Paul Gustavsson, CEO, Britax International Holdings Limited

CBME China Products Design Contest Awards ④

Launched in 2016, the awards received **538** entries, of which **22** were shortlisted to be on display at the CBME China Products Design Awards Gallery. The Awards was launched to encourage innovation, design excellence and creativity. The contest is open to all child, baby and maternity product designers who have original designs not yet in production. Over **100** business matching sessions were conducted to connect the finalists with potential investors to bring their designs from the drawing board to production. The winners of Gold, Silver and Bronze Awards are:

- Gold Award: Growth Pram (Wang Xiang & Zhao Xuelei: Institute of Industrial Design of Nanjing University of the Arts)
- Silver Award: Tboard (Zheng Chen: University of Shanghai for Science and Technology)
- Bronze Award: Ice Home (Luo Jianhui: The Guangzhou Academy of Fine Arts)

"This competition is vital to industry's development. Designers have an in-depth understanding of customers' needs. This is why Product Design Contest Awards is important to the industry."

-Yang Jidong, CBME Product Design Contest Awards judge, Founder of Shanghai Unique Design, Lecturer of Industrial Design, University of Shanghai for Science and Technology



CBME China Charity Program ⑤

45 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.

Private Buyer Meetings ⑥

Over **1,300** sessions of business matching were made with **97** big buyers and business partners from big department stores, supermarkets, online retailers, chain stores, key distributors from China and abroad. Private Buyer Meetings with:

- China buyers
- China E-commerce Companies
- Licensors
- Overseas buyers
- Taiwan Toy Association Exhibitors

"At the Private Buyer Meetings, we had some good discussions with potential partners. This is a good venue to discuss with brand owners or distributors in detail and make sales orders."

- Chen Ying, Department Manager, Beijing Jingdong Century Trading Co., Ltd.

The 11th Best Baby Products Store Sales Contest ⑦

Over **68,619** sales personnel from **28,870** baby stores from all over China joined this year's Best Baby Store Sales Awards Content. This year, the contest aimed to find the "Baby Massage Therapist". Winners were selected based on skill, product knowledge and customer service. Top **25** finalists vie for the title during CBME China 2016. The winners were:

- Gold Award: Luo Wenhui, Qinhuangdao Haomama Maternity and Baby Products Co., Ltd.
- Silver Award: Yuan Manqun, Yancheng Aixian Tianshi Maternity and Baby Products Chain Co., Ltd.
- Bronze Award: Chen Yanyun, Yiwu Aiyinbao Maternity and Baby Products Co., Ltd.
- Bronze Award: Wang Yanli, MSH's Pregnant Woman and Baby Health Management Co., Ltd. Jilin Branch

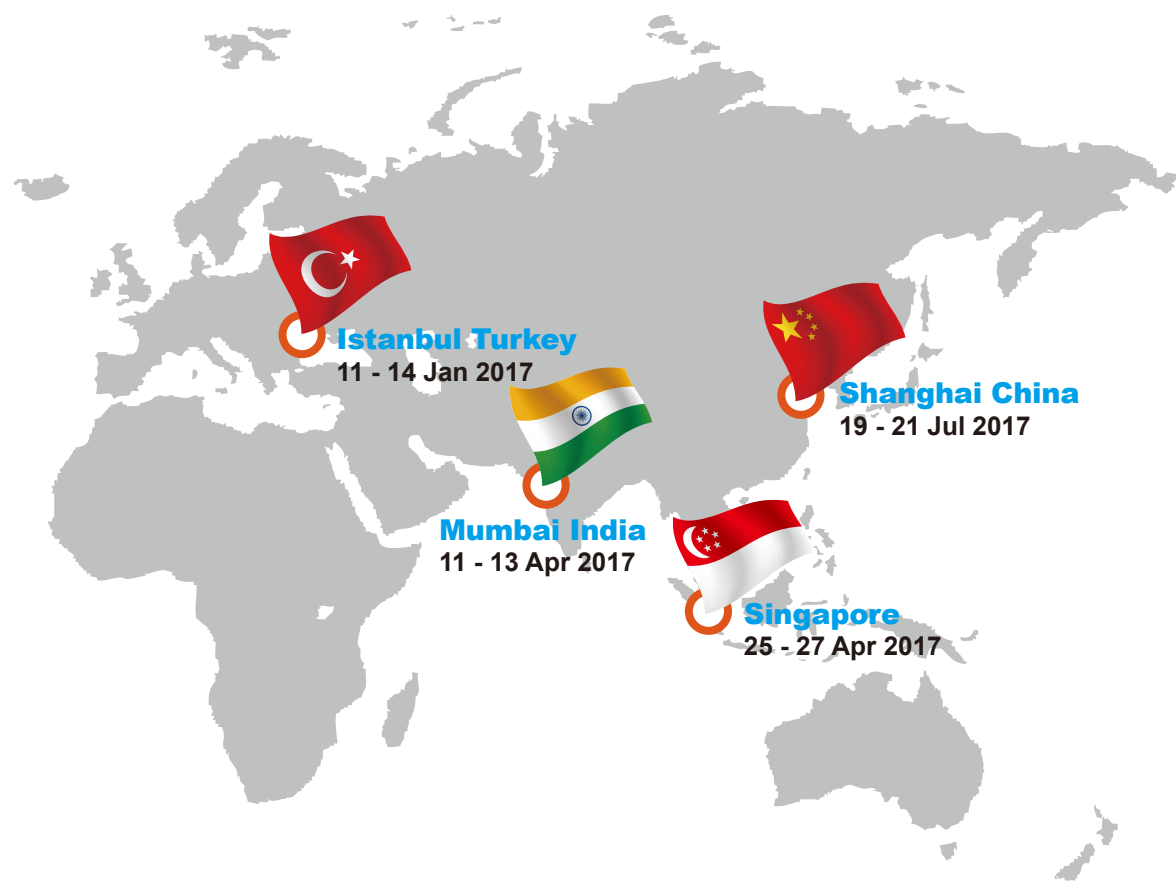
"A lot of talented sales personnel participated this year. Most of them are capable and are quite professional. Their sales skills were quite good. Baby swimming service is currently very popular in chain stores. We need to focus on enhancing customer experiences and customer service. We also need to master the skills to provide massage to babies. This contest is really well organized and helpful to us to master these skills."

- Yu Ying, General Manger, Qinhuangdao Haomama Maternity and Baby Products Co., Ltd.

Cool Kids Fashion Shanghai Highlights ⑧

- **1,038** aspiring designers from all over the world competed for the Kids Fashion Design Contest Awards
- **7** Kids Fashion Shows showcased the latest fashion for kids
- Exclusive Kids Fashion Show for Spanish Clothing Brands
- **2** Trend Forums featuring industry guru shared their fashion trends and business know-how

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



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Luis.Euan@ubm.com

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+91 22 6172 7182
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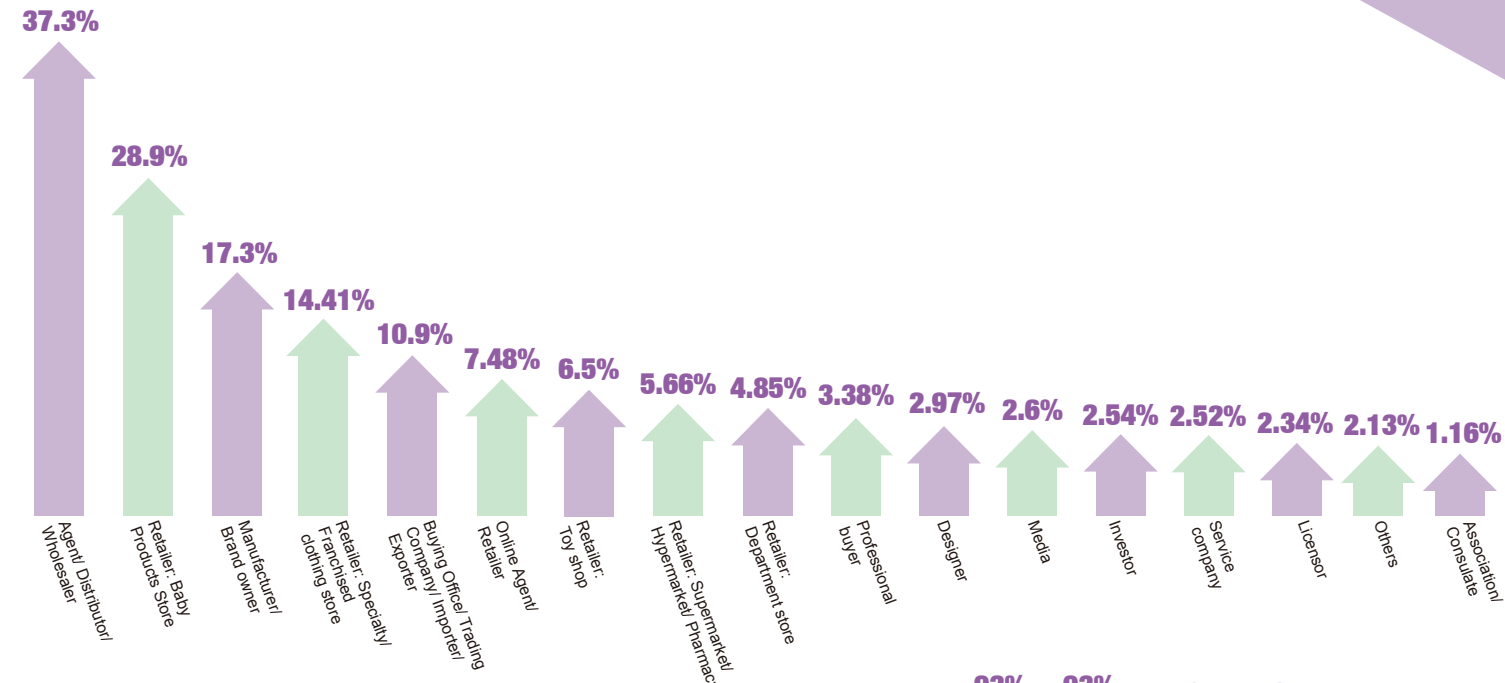
The 16th Shanghai International Children Baby and Maternity Products Industry Expo

20-22 July 2016
National Exhibition and Convention
Center (Shanghai)
No. 333, Songze Avenue, Qingpu District, Shanghai, China

**POST SHOW
REPORT**
www.cbmexpo.com

Visitors Analysis

Business Nature of Visitors



Visitors Say



"CBME China brings together brands, suppliers, retailers, distributors from all over the world. This is a great interactive platform for networking with the industry, learning trends and doing business. To understand the industry trends helps us adapt to changes in the industry."

- Chen Yue, General Manager, Sichuan Zhong Yi Pregnancy and Baby Products Trading Co., Ltd.



"CBME China understands the needs of both suppliers and visitors to effectively connect them and help them efficiently do business. This saves a lot of time, costs and efforts."

- Li Xinhang, Chairman, Jiangsu Yuanhang Weiye Science and Technology Co., Ltd.



"CBME China brings together brands and products in and out of China. Every year we can source good quality, latest-released and high tech products here."

- Mi Hongfeng, Chairman and General Manager, MSH's Pregnant Woman and Baby Health Management Co., Ltd.



"Currently, CBME China is the world's largest trade fair for baby products and services. It is a great platform for us to learn the latest trends and find all kinds of baby products and services."

- Tom Wu, Buyer of HBA, China Resources Vanguard Co., Ltd.

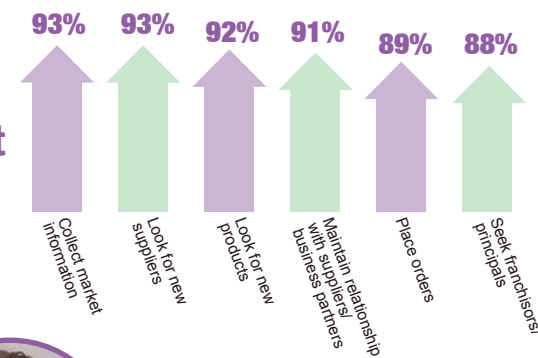


"CBME China 2016 is incomparable in its exhibition scale. I met with a large number of China and overseas brands, products and services in order to rapidly expand our business. This year, I met with the Spanish brands and I am looking into doing business with them."

- Zhang Jiong, Director of Child Products Division, Shanghai Bailian Group Co., Ltd.



Purpose of Visit



3,261 Media Exposure to Bring CBME China Forefront in the Industry



- 51Kids.com
- baby.youku.com
- Channel Young
- Chinese Business News
- eastday.com
- Hong Kong Economic Times
- Made-in-China.com
- news.online.sh.cn
- Pudong Times
- Taiwan Toy Association
- Xinhuanet.com
- 61kids.com.cn
- Bangkok Post
- China Business Journal
- chingg.com
- Economic Observer
- Ninsmoda
- Puericultura Market
- Xinmin Evening News
- Baby & Junior
- Branza
- China Daily
- chlingg.com
- fashion.163.com
- ifeng.com
- mina.com.cn
- Nursery Online
- Shanghai Morning Post
- The Time Weekly
- youku.com
- Baby & Kids Magazine
- business.sohu.com
- China Economic Times
- citynews.eastday.com
- fashion.sina.com.cn
- iqiwi.com
- money.163.com
- Nursery Today
- shfinancialnews.com
- Toy Industry
- ...and more
- Baby News
- cctvf.net
- China Trade News
- cj.gw.com.cn
- fchinaw.com
- jiameng.com
- Mother & Child
- people.cn
- Singapore Business Times
- Toybaba
- Baby Talk
- ce.cn
- China Woman Daily
- cn.sonhoo.com
- FOB Business Form
- jmw.com.cn
- mplife.com
- pop-fashion.com
- Sjfxm.com
- toysgu.com
- baby.sina.com.cn
- cfw.com.cn
- chinasspp.com
- cnfol.com
- Global Times
- letv.com
- myzazhi.cn
- PPTV
- Star
- Viet Nam News

* in alphabetical order