



CBME China 2015, the World's Largest Sourcing Event for Baby Products Industry, Opens in Shanghai on July 22 with 21% Increase in Exhibition Space

The 15th Shanghai International Children Baby Maternity Industry Expo (CBME China 2015) opens its doors to domestic and international buyers on July 22-24, 2015 at the Shanghai New International Expo Centre. The event features 2,836 brands from 2,147 suppliers across 205,000 square meters of exhibition space, with 81,518 child and baby products trade buyers attending. As CBME China celebrates its 15th anniversary, more initiatives and highlights are provided to all industry attendees.

"CBME China has become the world's leading trade sourcing event for child, baby and maternity products industry after 15 years. We have connected the industry's brand owners/ suppliers, distributors, retailers, not only in China but globally as well. Through CBME China, global brands have found a gateway to enter the China market. China brands have also tapped CBME fairs to expand beyond China as well. CBME aims to serve not only the China market, but the industry as a whole." says Athena Gong, General Manager of CBME, "I would like to thank the industry's huge support to CBME China in the past 15 years. Next year, we are moving to new venue - National Exhibition & Convention Center (NECC) in Hongqiao. The move to NECC in 2016 will enable CBME China to expand considerably, allowing more and larger country and group pavilions. With your continuous support, we will definitely make another 15 fruitful years, not just for CBME China, but the industry as a whole."

This year, CBME China launched its Charity Program. In cooperation with over 40 companies, a charity sales is going on during CBME China. Proceeds from the sales will be used to support children with autism.

Global Brands Showcasing the Latest Products and Innovation

According to Beijing Answer Research Company, China is now the world's second largest country in consumption of baby products, right after United States. More and more companies now see the value of being in China baby products market and they want to take their share.

Over 700 brands from Australia, Canada, Czech Republic, Hong Kong, Korea, Malaysia, Singapore, Spain, Taiwan, United Kingdom, United States and additional 2,136 more brands showcase their products at CBME China. These companies use CBME China as their platform to enter China market. The International Pavilions in CBME China increased by 39% in exhibition space in 2015.

A number of world-known brands participate including Babybubbles, Baby Trend, Balabala, belli, Benho, Bloom & Grow, Bobdog, Britax, CAM, Chicco, Cybex, Desigual, Doraemon, Dorel, Dr. Brown's, Fedora, Fisher-Price, Goo.N, GOULA, Hush Puppies Kids, iCandy, Joie, Kiddy, Les enphant, Mattel, Maxi-Cosi, Mayoral, Medela, Micro, Nestle, NUBY, NUK, OXO, Pencil Club, Pigeon, Quinny, Richell, Sevi, Smitten Baby, Thomas & Friends, Wyeth, XTI and more, covering a range of child baby maternity products from healthcare products to food, strollers and toys, clothing and accessories and services.

Martin Boyle, Managing Director of iCandy commented "We are all set to be at one of the most exciting events in China. We will be exhibiting for the second time at CBME China to launch the much anticipated Peach All-Terrain pushchair to China market."

CBME China is not only the launch pad of brands, but it is also where you can find the latest innovation in the industry. This year, at CBME Awards Gallery, all the 153 qualified entries of Innovative Products Awards are on display at the North Entrance Hall. Visitors can also cast their vote for the "Most Innovative Products" for 2015. Originally launched to encourage independent research



and development for safer quality products for mothers and babies, the CBME Innovative Products Awards continues the tradition by providing a platform for inspiring innovation to meet the highest standards.

Oliver Schuchmann, General Manager of Britax China commented “Car seats market is growing rapidly in China in recent years, and the fact that China government is pushing the law for car seat usage is really encouraging. CBME China is the platform to launch our new innovative products in China market.”

CBME China is a professional industry exhibition that upholds the highest quality standards. It only features certified products and also adheres to intellectual property guidelines and laws.

Other event highlights at CBME China 2015 include CBME AWARDS, CBME AWARDS Gallery, International Pavilions, Licensing Zone, OEM/ODM Pavilions, CBME China Industry Summit and Seminars, Cool Kids Fashion Shanghai, Kids Fashion Design Contest, Trend Zone and more.

Bringing Kids Fashion to the Spotlight

Collocated with CBME China, the second edition of Cool Kids Fashion Shanghai showcase the latest collection from more than 65 kids fashion brands from 18 countries across 5,000 sqm exhibition space. It showcases brands from Australia, Austria, Belgium, Brazil, Canada, Denmark, France, Hong Kong, Italy, Japan, Korea, Taiwan, Spain, Sweden, United Kingdom, United States and more. These international kids fashion brands have been carefully reviewed and selected by the event's Technical Committee, to be showcased at Cool Kids Fashion Shanghai.

Participating brands include 100KM, ADD, Barefoot Dreams, Bibi, Cececo, Deseason, Devilollipop, Desigual, Dickies, Dr.Apple, Ecobibi, Farg&Form by KIDSTOPIA, Finn+Emma, Four-Lads, Manila Grace, Martin Marietta, PLATYPUS, Rockin' Baby, SCHWARTZ, XTI, Velveteen and more. They showcase a complete overview of children fashion and accessories (ages 0-16 years).

Visitors can spot the latest fashion trends through the fair's activities which include Kids Fashion Design Contest, Kids Fashion Design Gallery, Trend Zones, Trend Forums, Kids Fashion Shows, Kids Fashion Museum and more.

Gal·la Calaf, Sales Manager of Spanish fashion brand Desigual said “Children's fashion market is booming in China. Chinese parents are more brand-conscious, looking for more fashionable clothes for their children. With the relaxation of the one child policy and the growing middle class, the market here is booming. We are bringing our latest collections here to Cool Kids Fashion Shanghai to meet with potential partners.”

Leading the Industry with the Influential Industry Reports and Educational Sessions

As part of CBME China Industry Summit and Seminars, Athena Gong, General Manager of CBME, shares the latest *China Child Baby and Maternity Products Industry Report*. Kantar Retail, Nielson and iResearch also share their latest findings and reports as well.

As part of the educational seminars at CBME China 2015, overseas first-time exhibitors get an insider's look on the China market. The “Unlock the Door to China's Baby Products Market” seminar provides attendees an overview of China's baby products market, distribution channels and case studies on how to enter China. Larry Kung, COO of Leyou (China) Chain Store; Shi Qiong, Chairman & Managing Director of Shanghai Aiyingshi; Crystal Zhong, General Manager of Kidsland Trading Company make up a panel of speakers to provide international brand owners tips on how they choose the brands they work with, the challenges in the market and recommendations on how to



succeed in the market. Leyou and Aiyingshi are the leading baby products chain stores in China, and Kidsland is one of the key distributors in China.

Hassle-Free Sourcing Experience for Overseas Buyers

The number of overseas buyers visiting CBME China is also increasing year by year. The baby products regional distributors and leading retailers including Baby C.E.O. (Hong Kong), Carrefour (Hong Kong), Global Outsource Solutions (Singapore), Kids Plaza (Vietnam), Mahindra Retail (India), Nishimatsuya (Japan), P&K Global Distribution (Thailand), Toys "R" Us Asia (Hong Kong), Windeln.de (Germany) and more are all making CBME China their annual sourcing destination.

Elaine Khoo, General Manager of Global Outsource Solutions (leading baby products distributor in Singapore) commented, "CBME China is one of the most important fairs for us, we come here annually to be updated of the industry trends, movements, and find new suppliers and industry connections."

With 2,836 brands and 2,147 suppliers, CBME China is the ideal one-stop sourcing event for global baby child and maternity products players. However 205,000 sqm exhibiting space is a lot to cover in three days. Thus, the organizer has made all the efforts to make buyers' sourcing experience as efficient as possible, including categorized the halls carefully by products and themes with highlighted zones and pavilions, various onsite activities to keep attendees engaged.

Special services for overseas buyers include business matching, free shuttle service, free airport transfer. Besides, free food and drinks, WIFI, luggage concierge, phone recharger stations and more services are provided at the VIP lounges for Elite and VIP visitors.

For more information on the event, highlights and exhibitor profiles, visit www.cbmexpo.com/en.

For press enquiries, please contact:

Louise Kathryn Yu
Marketing Director
Tel: (+852) 2585 6101
louise.yu@ubm.com

-end-

About CBME China www.cbmexpo.com/en

Held annually in Shanghai, CBME China is the world's largest sourcing event for baby, child and maternity products. This is the perfect venue for you to meet buyers, manufacturers, distributors and suppliers in the industry.

About UBM Asia www.ubmasia.com

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and 1,300 staff in 24 major cities. We operate in 20 market sectors with 230 exhibitions and conferences, 23 trade publications, 20 online products for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.