

Press Release

No. 2 / Beijing, China, 10 June, 2015



## **CKE Preschool Education Forum presents latest topics on market trends and educational technologies**

**In 2015, China Toy and Juvenile Products Association and Koelnmesse, the organizers of China Kids Expo work closely with Germany's leading association for the education industry, Didacta, to set up CKE education, which is not only showcasing the pre-school & kindergarten products, but also builds a bridge between kindergartens and education bureaus on the one side and representatives of relevant technologies, ideas, supplies, reading materials and educational toys on the other side with a high-end Forum in parallel.**

According to the statistic report of the National Program of Action Plan for Child Development in China (2011-2020) released by National Bureau of Statistics of China in February 2015, China's pre-school education resources are inadequate, while the proportion of public kindergartens- developing slowly-is relatively low. In 2013, the total number of preschools is 199,000, among which public preschools share a proportion of 32.6%. By the end of 2014, to solve those problems above, the Ministry of Education hosted a symposium regarding the 3-year Action Plan of Preschool Education. Mr. Liming Liu, Deputy Minister of Education, proposed to set up public kindergartens, to support private kindergartens, and to support with greater effort on kindergartens built by SOEs & public organizations, so that the coverage education resources could be improved. In a word, the preschool education investment would be increased in foreseeable future.

Besides the investment from Chinese government, almost every family is increasing expenditures on children's preschool education. By the statistics, preschool education expenditures can occupy 30%-50% percent of total household expenses. Along with the implementation of the Two-child Birth Control Policy, the market of infant & child products is expected to reach over 200 billion RMB in the following years. By 2015, the Chinese pre-education market is expected to exceed 48 billion yuan.



Co-located with:



**CKE Education**

20-22. 10. 2015

[www.en.china-kids-expo.com/education](http://www.en.china-kids-expo.com/education)

Your contact:

China:

Johannes Mueller-Diesing

Tel

+86 10 6590 7766-723

Fax

+86 10 6590 6139

E-mail

Jo.muellerdiesing@koelnmesse.cn

Europe:

Daniela Basten

Tel

+49 221 821 2944

Fax

+49 221 821 3283

E-mail

d.basten@koelnmesse.de

## About the Forum

Page  
2/3

Multifaceted and future-oriented: CKE Preschool Education Forum will feature a first-rate program of lectures and panel discussions. The sessions at CKE Preschool Education Forum will deal with the hot topics including latest market trends and educational technologies in the industry.

### Topics of CKE Preschool Education Forum 2015

- The current situation and future of preschool education
- How to read the "Guideline to the Learning and Development of Children Aged 3-6"?
- How the information technology influence education
- How to build a better kindergarten by IT product
- The experience of developing preschool education in China
- New trend about language learning
- How the education toy help kids to grow up
- Production innovation in preschool education industry
- How to improve the interaction between kindergarten and parents

CKE Preschool Education Forum expected more than 2,000 delegates from kindergartens and pre-education institutions this year. Speakers from the Ministry of Education, P.R. China, Didacta Association of the German Education Industry, the Chinese Society of Education and the top companies will join together to talk about the future of China pre-school education, which will discuss the existing situation & future trend on pre-school education, and primarily focus on new demands and new habits of government, kindergarten, parents and children. Intel, Microsoft, Lego Education, SMART and Oxford University Press have showed highly interests in speaking at the Forum and the showcase.

## About the Organizers

### Koelnmesse

As a world-renowned trade fair organizer, **Koelnmesse** has an excellent track record for organizing some of the world's most successful trade events, such as the

accomplished **Kind + Jugend** – the leading global fair for the baby and toddler outfitting sector – in Cologne, Germany. With 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop **China Kids Expo** into one of the premier international furniture production trade shows in Asia.

[www.koelnmesse.com](http://www.koelnmesse.com)

### **China Toy & Juvenile Products Association (TJPA)**

China Toy Association, established in 1986 and later renamed China Toy & Juvenile Products Association (TJPA) in June 2011, is the sole national trade body of its kind in China and the only official representative in the International Council of Toy Industries (ICTI) appointed by the Chinese government. Its authoritativeness is widely recognized by the government, trade, media and consumers.

[www.tjpa-china.org](http://www.tjpa-china.org)