

Press Release

Beijing, China, 29 July, 2015



Koelnmesse Round Table for Kids Related Events was Held in Shanghai Successfully

Koelnmesse, one of the world's leading trade fair companies held a round table in Indigo Hall, Radisson Blu Hotel Pudong Century Park, Shanghai on July 22, 2015 for its Kids & infants related events - Kind + Jugend, China Kids Expo, didacta and CKE Education. Mr. Hans Stoter, General Manager of Koelnmesse Co. Ltd. and Mr. Thomas Postert, Project Manager of Koelnmesse GmbH presented the events, while 8 media including *Baby China*, *Parenting Science* and representatives from companies e.g.: Abon Global Co., Ltd., Changzhou Anbabe Child Seat Co., Ltd., 1233Go, Haining Zuli Socks co.,Ltd, etc. attended the conference and joined in the discussion.



Mr. Hans Stoter and Mr. Thomas Postert are discussing with the guests

For the third consecutive year, **China Kids Expo** has been growing at a steady rate of above 30%, and has become one of Asia's premier children's articles events. In 2014, China Kids Expo was co-located with China Toy Expo and China Licensing Show and attracted 50,515 buyers from 120 countries and regions, among which 4,116 hailed from abroad, a leap of 40%. Recent data & analysis revealed that the number of exhibitors have increased 30% compared with last year while 4 months prior to the opening, with a forecast of 58,000 buyers on-site. This year, there will be even more world-famous brands of baby products including Combi, Pigeon, Takata and Richell from Japan, NUK and Kiddy from Germany, Zooper and US Baby from the US, Avent from the UK, Baby Dan from Denmark as well as Chicco and Baciuzzi from Italy. By now, the number of international exhibitors already jumped 52%.



China Kids Expo

Date: October 20-22, 2015

Venue: Shanghai New International Convention and Exhibition Center

www.china-kids-expo.com



CKE education

Date: October 20-22, 2015

Venue: E4, Shanghai New International Convention and Exhibition Center

en.china-kids-expo.com/education

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CKE Education will be a three days high-level forum on early learning surrounded by selected preschool & kindergarten services, training providers, products and playgrounds. It is supposed to connect kindergartens, education bureaus, retailers, investors and distributors with representatives of relevant technologies, supplies and ideas from overseas. It will be co-located with China Kids Expo and China Toy Expo. 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 hot topics of China pre-school education. So far, CKE Education confirms national pavilions from Germany, Australia and Korea, while dozens of well-known international brands will showcase their products and enrich the forum debates about latest trends in early learning.

For over 90 years, **Koelnmesse** has been bringing people and markets together. The success story of Cologne trade fairs began in 1924 with the opening of the first event on the exhibition grounds in Cologne-Deutz. During the "economic miracle" of the post-World War II era, the "Rheinische Messe" became a global trading center. Today Koelnmesse has the world's fifth-largest exhibition complex, with 11 connected exhibition halls, a total indoor area of 284,000 sqm plus 100,000 sqm outdoor area. For each year, Koelnmesse organizes 80 trade fairs in Cologne and all over the world. Furthermore, the exhibition complex holds over 2,000 conferences together with 30 guest events and exhibitions annually. With a network of subsidiaries and foreign representatives covered more than 100 countries and regions, Koelnmesse now offering service to its exhibitors, visitors and media partners anytime, anywhere.

Koelnmesse's trade fairs and exhibitions set up the model for others in 25 different industries. The already-established Kind+ Jugend and the growing China Kids Expo, together with didacta and China Future Education Forum will present the unmatched expertise of Koelnmesse and offer its tailor-made service to different exhibitors in the whole industry chain.

For more information, please visit www.koelnmesse.com