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## China Kids Expo 2015 – International Pavilions and New Concept for Preschool Education Industry



China's leading trade fair focusing on the entire children's goods sector, the China International Baby Articles & Baby Carriers Fair (China Kids Expo in short), will once again happen in Shanghai from Oct 20-22.

Comprising an area of 57,000 square meters (a 24% increase from 2014) and expecting more than 550 exhibitors (an 18% increase from 2014) China Kids Expo has become the country's number 1 sourcing event for baby strollers, car seats, feeding products and others.

Up to 40,000 square meters of the booth space available have been snapped up with about 28,000 square meters pre-committed by exhibitors during the last edition. Organizers expect further momentum within the next weeks.

### Propelling International Participation

The number of international brands had increased in 2014 by 52% (compared to 2013) but for 2015 the Organizers are expecting the number to furthermore go up due to an inaugural appearance of national pavilions from industry powerhouses like the USA, Korea, Japan, Taiwan and several European countries.

### New for 2015: CKE Education

Meeting the demands of a rapidly growing and transforming preschool education industry in China, the Organizers and Germany's leading association for the education industry, Didacta, will set up an unprecedented platform for scientific and commercial exchange. A three days high-level forum inside one of the halls surrounded by selected pre-school & kindergarten products is supposed to build 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.

#### China Kids Expo

20-22. 10. 2015

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

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## About the Organizers

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### 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.com](http://www.tjpa-china.com)