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 Baramogne, Trade Advisor, Business France; Business France China, Bureaux de Shanghai

Licensee Zone
The enhanced Licensing Zone featured over 50 well-known licensors. Brands included: Balala the Fairies, Boosie Beans, Crazy Candies, Dato The Son, Doby and Dizzy, DGBOND, Happy Tom, 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 licensees. We have removed doors to 8 companies who have great potential to be our partners.”
- Richard Liu, Vice President, Licensing Business Division, Alpha Group Co., Ltd (Brands & Properties include: Armor Hero, Balala the Fairies, DAVID BACKKOM, Happy Toon, SUPER WINGS, PLEASANT GOAT AND BIG WOLF)

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 Zhenghai, General Manager, Qingdao Matrix Lifestyle Textile Co., Ltd.

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.”
- Kevya Claesenger, Managing Director, Angel’s Face (United Kingdom)

Exhibitors Analysis
Exhibitors by Product Category

- Maternity and Baby Care Products: 416 Exhibitors
- Food, Health Care Products and Snacks: 518 Exhibitors
- Child, Baby and Teenager Clothing, Footwear and Accessories: 398 Exhibitors
- Baby Carriers, Car Seats and Furniture: 304 Exhibitors
- Toys, Educational Products and Souvenirs: 219 Exhibitors
- Service Organizations: 47 Exhibitors
- Maternity Clothing, Underwear and Accessories: 34 Exhibitors
- Licensing Zone: 30 Exhibitors

Exhibitors by Country

- Mainland China: 2,496 Exhibitors
- Rest of the World (Hong Kong, Macau and Taiwan included): 1,175 Exhibitors

Exhibitors Say

“CBME China is an important trade fair for 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.”
- Ren Bo, Vice President, Shanghai Greenbox Internet Technology Co., Ltd

“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 new products. Through the fair, we have met many distributors and buyers. CBME China provides us a good opportunity to explore market.”
- Jerry Cheung, Vice General Manager, VTech Electronics Industrial (Shenzhen) Co., Ltd

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- Zhang Xuyang, Marketing Director, Greenbox China Limited

“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.”
- Keely Deininger, Managing Director, Angel’s Face (United Kingdom)
Event Highlights

Industry Summits and Seminars
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.” - Li Yue, Love Baby Department Stores Co., Ltd.

CBME AWARDS
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
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
Launched in 2016, the awards received 338 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: Tsoard (Zhang 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 Jingjiao, CBME Product Design Contest Awards judge, Founder of Shanghai Unique Design, Lecturer of Industrial Design, University of Shanghai for Science and Technology

Private Buyer Meetings
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

“Att the Private Buyer Meetings, i 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
Over 68,619 sales personnel from 28,870 baby stores from all over China joined this year’s Best Baby Store Sales Contest. 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 Aixin Tianshi Maternity and Baby Products Chain Co., Ltd.
- Bronze Award: Wang Yanli, MSH’s Pregnant Woman and Baby Health Management Co., Ltd.

“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 Manager, Qinhuangdao Haomama Maternity and Baby Products Co., Ltd.

Cool Kids Fashion Shanghai Highlights
1,038 aspiring designers from all over the world competed as aspiring designers from all over the world competed

- 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

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

www.cbmexpo.com
Visitors Analysis

Business Nature of Visitors

- 37.3% Manufacturers/Suppliers
- 28.9% distributors
- 17.3% retailers
- 14.1% agents
- 10.9% buyers
- 7.48%震中
- 6.5% buyers
- 5.66%震中
- 4.85%震中
- 3.38%震中
- 2.97%震中
- 2.6%震中
- 2.54%震中
- 2.52%震中
- 2.34%震中
- 2.13%震中
- 1.16%震中

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. It 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 do business. This saves a lot of time, costs and efforts.”
  - Li Xin, Chairman, Jiangsu Yanqiang Wyew 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.”
  - Shi Hongliang, 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.”
  - Yan Wu, Buyer at IFLA, China Resources Vananda Co., Ltd.

- “CBME China helps us to try the new products efficiently, and helps us to choose the products and services which are good for our business.”
  - Takashi Murata, Sourcing Manager, Nishimatsuya Chain Co., Ltd. (Japan)

- “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.

- “CBME China helps us to get the new products quickly, latest trends and find all kinds of baby products and services.”
  - Tom Wu, Buyer of HBA, China Resources Vanguard Co., Ltd.

Purpose of Visit

- 93% Collect market information
- 93% Look for new suppliers
- 92% Look for new products
- 91% Maintain relationship
- 89% Place orders
- 88% Seek franchisors/principals

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

Media Exposure:

- Xinhuanet.com
- Xinmin Evening News
- youku.com
- Taiwan Toy Association
- The Time Weekly
- Toy Industry
- Toybaba
- toysgu.com
- Viet Nam News
- Pudong Times
- Puericultura Market
- Shanghai Morning Post
- shfinancialnews.com
- Singapore Business Times
- Sjfzxm.com
- Star
- news.online.sh.cn
- Ninsmoda
- Nursery Online
- Nursery Today
- people.cn
- pop-fashion.com
- PPTV
- Made-in-China.com
- mina.com.cn
- money.163.com
- Mother & Child
- mplife.com
- myzazhi.cn
- Hong Kong Economic Times
- ifeng.com
- iqiyi.com
- jiameng.com
- jmw.com.cn
- letv.com
- eastday.com
- Economic Observer
- fashion.163.com
- fashion.sina.com.cn
- fchinaw.com
- FOB Business Form
- Global Times
- Channel Young
- China Business Journal
- China Daily
- China Economic Times
- China Trade News
- China Woman Daily
- chinasspp.com
- Chinese Business News
- chlngg.com
- citynews.eastday.com
- cj.gw.com.cn
- cn.sonhoo.com
- cnfol.com
-baby.youku.com
- Bangkok Post
- Branza
- business.sohu.com
- cctvf.net
- ce.cn
- cfw.com.cn
- 51Kids.com
- 61kids.com.cn
- Baby & Junior
- Baby News
- Baby Talk
- baby.sina.com.cn
- 5Kids.com
- babyccsann.com
- Cheung Young
- Chinese Business News
- wsbaby.com
- Hong Kong Economic Times
- Made-in-China.com
- news.sinow.cn
- PAXChina
- PAXToy China
- PAXToy China
- The Time Weekly
- toys.com
- Baby & Kids Magazine
- business.xinhua.com
- China Economic Times
- cccsann.com.cn
- fashion.163.com
- long.com
- miiu.com.cn
- Nursery China
- Nursery China
- The Time Weekly
- yook.com
- Baby Talk
- zdf.net
- China Trade News
- ccsann.com.cn
- fashion.163.com
- fnhes.com.cn
- fisnews.com
- funnym.com
- Mother & Child
- people.cn
- magazine Business Times
- toykorea.com
- toyo.com
- baby.ana.com.cn
- chhs.com.cn
- chinacare.com
- chinanews.com
- chinmedi.com
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