CBME Helps You Seize the Opportunity of the Booming Child, Baby and Maternity Market

320,398 sqm  3,600 exhibitors  4,900 brands  110,000 visitors

The 20th Shanghai International Children Baby and Maternity Products Industry Expo
15-17 July 2020  NECC (Shanghai)

Co-located Events: CBME Toy  CBME Children’s Wear  CBME Food & Health  Licensing Expo China

Official Media  孕婴童网  时尚育儿  全婴网  娃娃网  启婴网
Growing Industry with Sustainability

China Has a Large Population of Newborns and a Steady Growth in Consumption

15.23 million 6.3% ↑ 88% ↑

In 2018, the number of newborn babies in China reached 15.23 million, which is equivalent to the total number of newborn babies in Indonesia, Brazil, Mexico and Russia added together.

China’s GDP growth reached 6.3% in the first half of 2019, which is much higher than European and American countries.

In 2018, young moms’ spending enjoyed a 88% year-on-year growth. Especially among young moms under the age of 30, the spending reached a growth of 107% (1).

The change in child, baby & maternity products consumer group leads to more diversified products categories and distribution channels

1:1.5 83 million 51%

Tier 1 & 2 cities vs Tier 3 & 4 cities

The post-90s generation reached the prime age

Second child in the family

83% of brands develop both online and offline channels, 82% of brands plan to increase the investment in child, baby and maternity industry (3)

83% 82%

83% of the brands develop both online and offline channels

82% of the brands want to increase the investment in child, baby and maternity industry

Future

Future: the channels will be more diversified, the offline channels tend to be more centralized and the online channels more dispersed

The baby & maternity products stores and the E-commerce platforms are still the major channels, while the WeChat channel will be favored for its efficiency.

Source:
(1) “Consumer Report of Young Mothers” by JD Deyu;
(2) Kantar consumer report for national mother & baby group, July 2017, June 2019 infant health food, 2019Q1;
(3) CIIME China Baby Products Industry Report 2019
The Booming CBME China Expo

CBME China 2019 Set New Records

- 293,757 sqm (m²)
- 3,397 exhibitors
- 4,575 brands
- 108,067 unique visitors

10.2%↑ YOY
10.8%↑ YOY
5.6%↑ YOY
13.14%↑ YOY

*YOY (year-on-year growth)

Gathering Global Famous Brands at CBME China 2019

Exhibitors in Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys, Educational Products and Souvenirs</td>
<td>334</td>
<td>9.8%</td>
</tr>
<tr>
<td>Maternity and Baby Care Products</td>
<td>1,046</td>
<td>30.8%</td>
</tr>
<tr>
<td>Food, Health Care Products and Snacks</td>
<td>832</td>
<td>24.5%</td>
</tr>
<tr>
<td>Supply Chain, Packaging, Smart Retail, Franchising for Baby &amp; Maternity Services Zone</td>
<td>240</td>
<td>7%</td>
</tr>
<tr>
<td>Child, Baby and Teenager Clothing, Footwear and Accessories</td>
<td>636</td>
<td>18.7%</td>
</tr>
<tr>
<td>Baby Carriages, Car Seats and Furniture</td>
<td>396</td>
<td>11.7%</td>
</tr>
</tbody>
</table>

The data marked the proportion of exhibitors in each category in 2019.
Exhibitors in Specialized Zones

- Cool Kids Fashion: 109
- Fabulous Mom Zone: 50
- Supply Chain Zone: 84
- Fun Learning Zone: 71
- Smart Home Zone: 99
- Outdoor Recreation & Sports Zone: 72
- Natural Products Zone: 142

Renowned Brands Gathered in CBME China 2019

(List of brands logos)

Partial list of brands exhibited in CBME China 2019, listed in alphabetical order.
CBME Gathered Global Brands to Meet Diversified Demands

Exhibitor Testimonials

Asia Ying’s Baby World Limited COO Wu Wenbin

CBME provided us with the opportunity of connecting more than 100,000 people. Their experience and feedback are very important to our brand.

Being mate, Baby & Child Food Co., Ltd CEO Bao Xiafei

The visitors from all over the world were very interested in the products we exhibited at CBME this year. We have registered nearly 1,000 potential clients from the show.

Hope International Vice President Qiu Yuying

We have a better understanding of our consumers’ demand through CBME. Our clients groups are more flattened and our channels more diversified.

Tcoai Trading(Shanghai) Co., Ltd General Manager Ren lei

We received 2 potential cooperative opportunities from British baby and maternity brands and successfully signed the contracts at the exhibition this year. In the meantime, we had 200+ new potential clients.
## Business nature of visitors

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>39.50%</td>
<td>Agent/ Distributor/ Wholesaler</td>
</tr>
<tr>
<td>32.50%</td>
<td>Child, baby and maternity products all-in-one store</td>
</tr>
<tr>
<td>21.09%</td>
<td>Manufacturer/ Brand owner</td>
</tr>
<tr>
<td>14.56%</td>
<td>Specialty store or franchised store for child, baby and maternity clothing and accessories</td>
</tr>
<tr>
<td>10.83%</td>
<td>Importer/ Exporter/ Buying office/ Trading company</td>
</tr>
<tr>
<td>8.60%</td>
<td>Online agent/ Online retailer/ E-commerce company/ Sales platform/ KOL</td>
</tr>
<tr>
<td>7.77%</td>
<td>Toy shop</td>
</tr>
<tr>
<td>4.88%</td>
<td>Supermarket/ Hypermarket/ Pharmacy</td>
</tr>
<tr>
<td>4.60%</td>
<td>Department store/ Commercial real estate</td>
</tr>
<tr>
<td>3.98%</td>
<td>Service company</td>
</tr>
<tr>
<td>3.74%</td>
<td>Professional buyer</td>
</tr>
<tr>
<td>3.65%</td>
<td>Designer</td>
</tr>
<tr>
<td>2.98%</td>
<td>Media</td>
</tr>
<tr>
<td>2.48%</td>
<td>Investor</td>
</tr>
<tr>
<td>2.22%</td>
<td>Licensee</td>
</tr>
<tr>
<td>1.60%</td>
<td>Smart retail service company (equipment such as counter, shelf, software system, etc)</td>
</tr>
<tr>
<td>1.36%</td>
<td>Others</td>
</tr>
<tr>
<td>1.23%</td>
<td>Association/ Consulate/ Official organization</td>
</tr>
</tbody>
</table>

## Purpose of visit

- **93.09%** visitors with decision making authority

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look for new suppliers/ products</td>
<td>67.12%</td>
</tr>
<tr>
<td>Collect market information</td>
<td>25.97%</td>
</tr>
<tr>
<td>Maintain relationship with suppliers</td>
<td>6.91%</td>
</tr>
<tr>
<td>Evaluate the exhibition and consider future exhibiting</td>
<td>0.00%</td>
</tr>
<tr>
<td>Look for franchising program</td>
<td>0.00%</td>
</tr>
<tr>
<td>Seek investment opportunities</td>
<td>0.00%</td>
</tr>
<tr>
<td>Seek franchisers/ Agencies</td>
<td>0.00%</td>
</tr>
</tbody>
</table>
Gathering Quality Buyers from Various Channels

Retailers, High-end Boutique

E-commerce Companies, Marketing Platforms
Gathering Quality Buyers from Various Channels

Distributors

Supermarkets/ Hypermarkets, Department Stores and Commercial Real Estate

Overseas Buyers

Overseas Delegation Groups

part of the buyer's logos
### Domestic Delegation Groups

- Chengdu Dacheng Market Operation Management Co., Ltd
- Wuhan Meiqi Commercial Management Co., Ltd
- Hunan Gaqiao Large Market
- Zhuzhou Yinggu Garments and Accessories Plaza Co., Ltd
- Zhenzhou Shimao Shopping Mall
- Anhui Jiulongzhu Children Market
- Hangzhou Kunlong Kids' Wear Market
- Anhui Baima Garments Market
- Shanxi Province Association of Industry and Commerce Child Baby and Maternity Industry Chamber of Commerce
- Wutinglong International Toys and Gifts Market
- Changsha Garments City Group Garments Center
- Nanjing Xingqiao Lingerie (Baby and Maternity) Shopping Center
- Henan Association of Industry and Commerce of Child Baby and Maternity Industry
- Mainland China Commercial Village Toys Market
- Chenghai Comics Technology Toys Market
- Linyi Small Commodities Market
- Linyi Commercial Toys Chamber of Commerce
- Yongqing Baby Carriage Market
- Fashionable Moms Visiting Group
- Laura & Laurice Hot Moms Visiting Group

### Visitor Testimonials

**Infosen Maternity and Infant, Baby Bear General Manager Yan Bingwei**

CBME objectively and creatively organized the exhibition and summit with the concern of the benign development of the industry as always. The regulations is clear and the service is good.

**JD Retail Consumer Goods Department Baby and Maternity Products Purchasing and Sales General Manager Jiang Longwu**

As a long-term partner of CBME, JD had a further cooperation with CBME at the 19th exhibition.

**Dangdang Child, Baby and Maternity Director Kang Yan**

I participated the CBME Private Buyer Meeting for the first time. It was highly effective. I spoken to 65 potential clients.

**OLE Supermarket National Products Director Wu Jie**

We expanded our products structure through CBME China. This is essential to the planning of our future products and supply chain.
Wonderful Activities to Promote Industry Expansion

2019 Events Highlights

CBME Industry Seminar (CBMS)
As an iconic platform in baby and maternity industry in China, CBMS Industry Seminar had 1 Main Seminar, 6 Theme Seminars and 49 Events and Parallel meetings and attracted more than 20,000 industrial leaders.

CBME Retailers Alumni
Connect you with top national and regional retail stores owners and management from child, baby and maternity products industry. We help you build in-depth communication and bonding with your target group and find more business opportunities.

The 14th Fashion Baby Best Baby Products Store Sales Person Contest
With the coverage of 100,000+ sales person, the contest optimized the professional knowledge of the sales team and improve the store image.

CBME World Debut
CBME World Debut provides a platform for the brands to showcase their new products. The ‘World Debut’ provides the opportunity for the quality new products to be presented and for the buyers to get the latest trend in the world more efficiently. In the meantime, it encourages the companies in child, baby and maternity products industry to be more innovative and create more high quality products. Over 120 products were presented at CBME World Debut in 2019.

CBME AWARDS
CBME AWARDS aims to encourage the innovative brands, agencies, retailers and other industrial personnel with remarkable contribution. The awards are voted by renowned experts, industry leaders, media and consumers.

Innovative Products Awards/ Most Attractive Product Awards
The Innovative Products Awards displays and annually selects the excellent functional innovation products in the child, baby and maternity products industry and encourages independent innovative enterprises, while allowing the industry to be the first one to grasp the latest product trends.

The Most Attractive Product of the Year Award features excellent product design innovation in the child, baby and maternity products industry, encouraging maternal and child care product companies to continuously produce products which offer high value to the market.

Kids Fashion Design Contest
With the theme of ‘The establishment of Jiangnan’ and focused on the art and intangible cultural heritages works and collection elements in the Yangtze River Delta region, the contest promoted the combination of cultural resources and modern manufacture and life. A total number of 1,097 works from the designers were taken part in the competition.
2019 Events Highlights

CBME Retailer Regional Summit
Over 2,000 industrial professionals participated in the summit in the first half of 2019. CBME Retailer Regional Summit covers the retail management of 800+ key persons in every region and helps retailers solve practical problems in daily operation and improve sales performance.

CBME World Connecting Meetings Australia and New Zealand Visiting Delegation
With the purpose of "Bringing In and Going Out", CBME joined with New Zealand Trade and Enterprise, Australia NSW Government and local industrial companies, invites Chinese entrepreneurs from child, baby and maternity industry to Australia and New Zealand for communication and studying.

CBME Autumn Industry Summit
CBME Autumn Industry Summit is a platform for entrepreneurs from child, baby and maternity industry and other elites to share their ideas. It is also a driving force behind the development of the industry.

CBME Offline Categories Match Making Meetings
CBME Offline Categories Match Making Meetings aims to promote the one-to-one talking for brands, channel distributors and key clients in the industry. With the format of "single day in-hotel mini fair", this program will help the participants explore new business opportunities and development. In 2019, CBME successfully held 2,268 match making meetings.

CBME Japan Retail Market Visiting and Connecting Business Trip
"2019 CBME Japan Retail Market Visiting and Connecting Business Trip" will take the participants to Tokyo and visit the prestigious universities, have face-to-face talks with top executives from renowned brands, get the chance to know the successful factors behind the Japanese retail and have in-depth discussion on the topic of how to maintain the sustainable growth for online stores.

CBME Maternity and Baby Carnival
Organized by Fashion Baby Integrated Media, the 3rd CBME Maternity and Baby Carnival was upgraded and set the "great products recommend officers" for the first time. "Flying Baby Mummy" Series Short Video program also participated alongside with Taobao and JD for a better exposure of the hot products.

Performance + Interaction + Promotion: Online and Offline Events by Fashion Baby Integrated Media
From September 2019, theme events such as "Taste Chinese Style while Discuss Parenting-Chinese Style theme Parents-child Carnival", "Fabulous Mom Salon", "Baby and Maternity Products Gala" will be launched. The new "E-commerce Contents Promotion Integrated Services" will help you with the innovative promotion strategy.
2019 CBME China Enjoyed Positive and Enormous Media Exposure

**CBNE Media Exposure**

- Media exposure at mobile news platforms such as Toutiao and QQ news: 20,000,000+
- Douyin exposure: 20,900,000+
- WeChat Moments exposure: 380,000+

CBME Official WeChat 230,000* followers
Douyin Official account 24,000* view
Official Weibo read in the month of exhibition 110,000*

**Weibao live broadcast data**
- Industry Summit and “Visit the Show with Celebrities” 700,000+
- Photo live broadcast view 203,000+

CBME Maternity and Baby Carnival live 50 million+
Online GMV 20 million+

3,000* prestigious comprehensive media/ economic media/ industry media
420,000* media exposure, help you find more quality buyers

Covers 10 million* people
Advertisements at Shanghai Hongqiao Airport, Shanghai Pudong Airport, Shanghai Hongqiao Station, NECC metro station, industrial centers, etc.
Join CBME China 2020 Seize the Opportunity of the Booming Market

Date: 15-17 July 2020   Venue: NECC (Shanghai)

Estimated exhibition scale

- Space (sqm): 320,398
- Exhibitors: 3,600
- Brands: 4,900
- Unique visitors: 110,000+

New Hall Plan

Level 1 Exhibition Halls
- Toys, Educational Products and Souvenirs
- Stroller, Car Seats and Furniture
- International Pavilions
- Licensing Expo China
- New Trend Pavilion
- Child, Baby and Teenager Clothing, Footwear and Accessories

Level 2 Exhibition Halls
- Maternity and Baby Care Products
- Food, Nutrition and Snacks
More Specialized Zones

- Fun Learning Zone
- Outdoor Sports & Recreation Zone
- Smart Retail Zone
- Platform and Media
- Supply Chain Zone

- Fabulous Mom Zone
- Smart Home Zone
- Natural Products Zone
- Cool Kids Fashion Shanghai

- Diapering Zone
- Franchising for Baby & Maternity Services Zone
- International Pavilions
- Study Desk and Luxury Furniture

1.1H Packaging, Printing and Product Design
5.1H 8.1H 7.2H 8.2H Raw Materials, Fabric & Textiles, OEM/ODM

20th Anniversary, Better Services

Contact:
+86 021 6157 7206

Scan for booth booking
Your Gateway to Key Sourcing Hubs for Child, Baby and Maternity Products

CBME TURKEY
Jan. 8-11, 2020
Istanbul, Turkey

CBME INDONESIA
Mar. 4-6, 2020
Jakarta, Indonesia

CBME INDIA
May. 7-9, 2020
Mumbai, India

CBME CHINA
Jul. 15-17, 2020
Shanghai, China

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