Your Gateway to Key Sourcing Hubs for Child, Baby and Maternity Products & Services

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- South East Asia: Singapore, 25 - 27 Apr 2018, Mumbai India, 26 - 28 Apr 2018
- Istanbul Turkey: 10 - 13 Jan 2018, Istanbul Kids Fashion Jul, 2018
- Istanbul Kids Fashion Jul, 2018
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The 17th Shanghai International Children Baby and Maternity Products Industry Expo
19-21 July 2017, National Exhibition and Convention Center (Shanghai)
No. 333, Songze Avenue, Qingpu District, Shanghai, China
CBME China 2017
239,732 sqm, 2,662 exhibitors, 3,952 brands, 88,316 visitors

Facts & Figures

### Show Scale (sqm)

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<tbody>
<tr>
<td>Scale</td>
<td>69,000</td>
<td>198,640</td>
<td>205,000</td>
<td>223,305</td>
<td>239,732</td>
<td>243,810</td>
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CAGR 47.08%

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### Number of Exhibitors

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<tr>
<td>Number</td>
<td>29</td>
<td>1,430</td>
<td>2,428</td>
<td>2,836</td>
<td>3,270</td>
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CAGR 37.22%

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### Number of Visitors

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<tr>
<td>Number</td>
<td>219</td>
<td>990</td>
<td>1,761</td>
<td>2,147</td>
<td>2,358</td>
<td>2,662</td>
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CAGR 35.34%

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### Fine Food Zone

- **Number of Exhibitors**: 36
- **CAGR**: 51.89%

- Covered eggs, fresh and gluten-free produce, healthy whole foods, rice, seasoning for babies and more.

"The position of the Fine Food Zone at CBME China 2017 is perfect, and we hope this zone will be expanded next year. CBME China has provided us with a platform to engage with close to 500 tour operators." — Liqiao Pan, General Manager, Xuzhou Leishipuai Biological Technology Co., Ltd.

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### Fabulous Mom Zone

- **Number of Exhibitors**: 65
- **CAGR**: 47.08%

- Showcased health & beauty, health & wellness/fitness, maternity, clothing, postpartum care services, prenatal, pregnancy, and postpartum care and more.

"The Fabulous Mom Zone at CBME China has offered us a platform for people to learn about our company. Our booth was visited by crowds and crowds of people, and we have developed new partnerships with many of them." — Xianglei Kong, Chairman, Xuzhou Leishipuai Biological Technology Co., Ltd.

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### Outdoor Recreation and Sports Zone

- **Number of Exhibitors**: 19
- **CAGR**: 47.08%

- Showcased bicycles, in-line skates & roller skates, manual & electric scooters, and more.

"CBME China launched many specialised zones and pavilions, which were useful in meeting exhibitors’ needs. For instance, the Outdoor Recreation and Sports Zone gathered many related companies together, which not only helped to facilitate communication but also fostered cooperation amongst exhibitors." — Kuncheng Li, Deputy General Manager, Qingdao Topbright Leisure Products Co., Ltd.

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### Fun Learning Zone

- **Number of Exhibitors**: 30

- Featured early education in form of play, music and movement programs, playground, swimming pool, photography and more.

"Compared to other kids expos, the specialised zones and pavilions at CBME China 2017 provided professional visitors with fresh ideas. We have been able to reach out to close to 500 potential customers, clinched 20 deals on site as well as confirmed 15 potential deals." — Luqiu Ran, General Manager, Qiaopi Industrial Company Limited

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### International Pavilions

- **Number of Brands**: 100,000
- **Number of Exhibitors**: 239,732
- **Show Scale**: 200,000 sqm

"The number of new and regular customers who placed order at CBME China 2017 is at least 10 times more than in previous years. CBME China has provided us with a good opportunity to expand our customer base, to meet the needs of potential and existing customers, which creates a more valuable platform for communication between us and customers. As an exhibitor, I’m pleased to join CBME China this year, and I look forward to joining you again next year. As the only trade show, we exhibit at.” — Yuexi Saber, Marketing Manager, Levita Pharmavestibles

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### Global OEM/ODM Zone

The expanded and upgraded Global OEM/ODM Zone is the place for brand owners, retailers and even distributors to look for OEM/ODM companies to help produce and/or design new products.

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### Specialized Zones and Pavilions

**Cool Kids Fashion Shanghai**

Showcased 95+ fashion brands from 16 countries and regions.

"As the leading kids fashion show in China, Cool Kids Fashion Shanghai possesses proven ability to attract fashion professionals and I can particularly trust the organizers’ ability to mobilise influencers. Through this exhibition, we have attracted a lot of interested customers and are already following up with the next steps." — Fang Zhu, BU Director, Shanghai LUOLAI Home Textile Co., Ltd.
Event Highlights

CBME China Industry Summits and Seminars

More than 5,720 audience learned from 26 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 19 sessions of summits and seminars.

CBME AWARDS

100 distinguished judges and trade visitors voted for 219 finalists of the CBME AWARDS. CBME AWARDS is China's child, baby and maternity products and services industry's most anticipated awards.

Cool Kids Fashion Shanghai

- 1,241 aspiring designers from all over the world competed for the Kids Fashion Design Contest Awards.

The winners are:

- Gold Award: Sant orin’s Yearning (Wenjing Huang)
- Silver Award: Children of Lake Karen (Shangnan Tang)
- Bronze Award: Swim from the Pacific to the Atlantic (Zeyan Lu)

The Most Marketable Design Award: A Footloose Travel to the Sea (Jiaoyang Zhang)
- Kids Fashion Shows showcased the latest fashion for kids
- Exclusive Kids Fashion Show for Spanish Clothing Brands
- Momo grow Maternity and Kids Fashion Shows
- 2 Trend Forums featuring industry guru shared their fashion trends and business know-how

Private Buyer Meetings

Over 1,563 sessions of business matching were made with 106 big buyers and business partners from big department stores, supermarkets, online retailers, chain stores, key distributors from China and abroad.

"The thoughtfully organized Private Buyer Meetings has promoted face-to-face communication between brands and retailers. Within these three days, we have met with more than 100 brand owners."

- Hongwei Feng, General Manager, Shanghai Taofukang Maternity and Infant Supplies Co. Ltd.

CBME China Charity Program

47 baby products suppliers have donated products to aid underprivileged children. Visitors purchased these products at a discount. All contribution have been collated and will turn over to the beneficiaries in CBME China’s Autumn Seminar in October.

The 12th Best Baby Products Store Sales Person Contest

Over 26,842 sales personnel from baby products stores from all over China joined this year’s Best Baby Products Store Sales Person Contest. Winners were selected based on skill, product knowledge and customer service. Top 21 finalists vie for the title during CBME China 2017.

The winners are:

- Gold Award: Jingjing Yang, Liaoning Lollipop Children’s Department Store
- Silver Award: Peling Yu, Hebei Province Xiaogan Aiyingsu Infant & Mom Chain
- Bronze Award: Huachao Li, Kidswant Children Products Co., Ltd.
- Bronze Award: Huan Li, Hebei Prince Sheep Enterprise Management Co., Ltd.

The Most Marketable Design Award: Attles Teethbrush (E-jun Li, San-ming University)
- 64 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 a distinguished panel of judges.

The winners are:

- Baby Bedding and Furniture: Kid’s Smart Lamp, (Shenzhen Kang Kang Network Technology Co., Ltd.)
- Baby Travel Gear: Multifunctional Air Purifying Baby Stroller, Suzhou RongKuan Electric Co., Ltd.
- Educational Product: Mighty Mountain Mine, Hape International (Ningbo) Ltd.
- Baby Car Seat: Micolor Iron Man Child Safety Seat M8, Guangzhou Alpha Baby Products Limited Company

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Through the Best Baby Products Store Sales Person Contest, we have learned that mothers nowadays no longer look for branded goods only. In addition to the quality products, there is a growing need for shopping guides to make informed decisions. This contest not only enhances sales personnel’s awareness in parenting, but also fosters customers’ trust in professional child-caretakers.

- Dongfei Xu, President, Liaoning Lollipop Children’s Department Store

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We are extremely satisfied with the result of CBME China. We have learnt about new products and brands from CBME China. It helps us to know our company’s direction and we can know what we need to change to meet customer demands. We can see that there are some breakthroughs in our key innovation and technology.

Jiang Zhun, Chairman, Jiangyin Ziyuan Toys Co., Ltd.

"CBME China is the largest and most influential baby fair in China, or even in the world. The quality of its products, suppliers and exhibitors are even higher. Every year, we send buyers to visit the exhibition to consolidate partner relationships; on the other hand, we want to explore new products and learn about market insights and industry trends. And we have achieved good results!"

Yu Hong, General Manager, Fashion Qiqing Maternal & Infant Supplies Co., Ltd.

"CBME China where we can find a comprehensive range of child, baby and maternity products and services. It is also the most influential platform for us to find new partners, brands and networks in the industry. This trade fair helps us to make adjustments and it’s a great sourcing platform for us to purchase new products and learn about new brands."

Lina Ito, Senior Manager, Branding Division, Parkson Business Group Co., Ltd.