Grow Your Business at the World's Largest Trade Fair for Child, Baby and Maternity Products & Services

The 19th Shanghai International Children Baby and Maternity Products Industry Expo

*2019 forecast

293,757 m²
4,700 brands*
3,300 exhibitors*
100,000 visitors*

2019.7.24–26
National Exhibition and Convention Center
(Shanghai)

www.cbmexpo.com
Grasp Your Share of China’s Baby Products Market

With the steady implementation of 2-child policy, the growth of China’s population is healthy.

According to the National Bureau of Statistics (NBS), there were 17.23 million babies born in 2017 and the birth rate was 12.43%.

By the end of 2017, the population of China aged 0-14 (including under 15 years old) was 233.48 million.

51.2% of China’s newborn babies in 2017 were second children in the family, a 5 percentage points increase from 2016.

China’s per capita consumption is growing

**Increasing Per Capita Disposable Income**
US$ 1,149 (~RMB 7,815) (2018 Q1) with 8.8% year-on-year growth.

**Increasing Per Capita Consumption**
US$ 759 (~RMB 5,162) (2018 Q1) with 7.6% year-on-year nominal growth.

Huge potential of low tier cites, fast growth of quality consumption
Percentage change in household expenditure of tier 1 and tier 4 cities comparing with 2017

Increase in consumption expenditure
- Stay the Same
- Decrease
- Increase

The overall baby products market is booming

**The growth rate of the Industry Sales Revenue**

<table>
<thead>
<tr>
<th>% sales revenue</th>
<th>% of surveyed companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 100%</td>
<td>32%</td>
</tr>
<tr>
<td>50%-99%</td>
<td>23%</td>
</tr>
<tr>
<td>20%-49%</td>
<td>14%</td>
</tr>
<tr>
<td>1%-19%</td>
<td>3%</td>
</tr>
<tr>
<td>0</td>
<td>1%</td>
</tr>
<tr>
<td>&lt; -10%</td>
<td>1%</td>
</tr>
<tr>
<td>-50% - 0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Revenue Growth Forecast for 2018**

<table>
<thead>
<tr>
<th>% sales revenue</th>
<th>% of surveyed companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 100%</td>
<td>10%</td>
</tr>
<tr>
<td>50%-99%</td>
<td>21%</td>
</tr>
<tr>
<td>20%-49%</td>
<td>35%</td>
</tr>
<tr>
<td>1%-19%</td>
<td>20%</td>
</tr>
<tr>
<td>0</td>
<td>11%</td>
</tr>
<tr>
<td>&lt; -10%</td>
<td>2%</td>
</tr>
<tr>
<td>-50% - 0%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Industry Confidence for 2018**

<table>
<thead>
<tr>
<th>Industry confidence</th>
<th>% of surveyed companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 (point)</td>
<td>76%</td>
</tr>
<tr>
<td>4-7 (point)</td>
<td>23%</td>
</tr>
<tr>
<td>8-10 (point)</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Recovery of baby products market**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Revenue (RMB: billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1,090</td>
</tr>
<tr>
<td>2016</td>
<td>1,170</td>
</tr>
<tr>
<td>2017</td>
<td>1,323</td>
</tr>
</tbody>
</table>

Note:
(6) China Consumer Confidence Survey.
(7) (8) (9) China Baby Products Industry Report 2018 by UBIM China
(10) Retail Research Report by Nielsen.
**CBME China 2019**

**Dates:**
Move in: 22-23 July 2019  
Exhibition: 24-26 July 2019

**Venue:**  
National Exhibition and Convention Center (Shanghai)

**Address:**  
No. 333, Songze Avenue, Qingpu District, Shanghai, China

**Show Scale:**
- 293,757 sqm exhibition space  
- 4,700 brands*  
- 3,300 exhibitors*  
- 100,000 trade buyers*

*2019 forecast  
* The show is open to trade buyers only. Only 18 and above will be granted access.

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**CBME China 2018 Recap**

**Exhibition Space:**  
266,548 sqm

**Total Number of Brands:**  
4,332

**Total Number of Exhibitors:**  
3,065

**Visitor Attendance:**  
95,518 Unique Trade Visitors

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**Comprehensive Showcase of All Sectors in the Industry (Hall Plan)**

**Level 1 Exhibition Halls**
- Licensing Expo China
- Child, Baby and Teenager Clothing, Footwear and Accessories
- Baby Carriages, Car Seats and Furniture
- Toys, Educational Products and Souvenirs

**Level 2 Exhibition Halls**
- Food, Nutrition and Snacks
- International Pavilions
- Maternity and Baby Care Products
- Natural Products Zone
- Shanghai International Digital Printing Industry Fair (TPF)

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**Co-located with**

**Licensing Expo China 2019**  
Organized by UBM China, Licensing Expo China is the region’s must-attend licensing event. Licensing Expo China is part of UBM Licensing Expo, which organizes Licensing Expo Las Vegas, Brand Licensing Europe, Licensing Expo Japan, and NYC Summit, and the publishers of the licensing industry’s most influential publication: License! Global.

China has become the world’s fastest-growing licensing market for three consecutive years, and child baby and maternity products are one of the fastest-growing categories of retail sales in licensed goods. Companies can reflect the brand differentiation, increase product competitiveness, and grasp the potential of the market opportunities through cooperating with popular IPs.

**2019 forecast**
- 200+ Exhibitors*  
- 800+ brands/licensing properties*  
- 26,800 m² exhibition space

* The show is open to trade buyers only. Only 18 and above will be granted access.
CBME China 2018
266,548 sqm  3,065 exhibitors  4,332 brands  95,518 visitors

Facts & Figures

Show Scale (m²)

- CAOR: 44.68%
- Number: 266,548
- Years: 2001-2018

Number of Exhibitors

- CAOR: 34.06%
- Number: 3,065
- Years: 2001-2018

Number of Brands

- CAOR: 35.42%
- Number: 4,332
- Years: 2001-2018

Number of Visitors

- CAOR: 48.89%
- Number: 95,518
- Years: 2001-2018

Meet Key Buyers at CBME China

- Alte
- Amazon.cn
- Auchan
- Bobmax
- COCOMO
- DADWAY
- Japan
- Lijiebaby
- Malaysia
- Moony Mum n Baby
- Hong Kong and Britain
- Motherswork
- Myanmar
- Philippines
- MSHS
- PT Mall
- Tmall
- Vanguard
- Walmart
- Hong Kong
- Indonesia
- Thailand

... and more
Meet Over 100,000 Professional Business Partners Looking for Your Products & Services

### Business Nature of Visitors

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agent/Distributor/Wholesaler</td>
<td>39.53%</td>
</tr>
<tr>
<td>Child, baby and maternity products all-in-one store</td>
<td>30.94%</td>
</tr>
<tr>
<td>Manufacturer/Brand owner</td>
<td>18.09%</td>
</tr>
<tr>
<td>Specialty store or franchise store for child, baby, maternity, clothing and accessories</td>
<td>14.47%</td>
</tr>
<tr>
<td>Buying Office/Trading Company/Importer/Exporter</td>
<td>10.08%</td>
</tr>
<tr>
<td>Online Agent/Retailer</td>
<td>8.66%</td>
</tr>
<tr>
<td>Toy Shop</td>
<td>7.28%</td>
</tr>
<tr>
<td>Supermarket/Hypermarket/Pharmacy</td>
<td>5.78%</td>
</tr>
<tr>
<td>Department Store</td>
<td>4.76%</td>
</tr>
<tr>
<td>Professional Buyer</td>
<td>3.38%</td>
</tr>
<tr>
<td>Service Company</td>
<td>3.27%</td>
</tr>
<tr>
<td>Designer</td>
<td>3.04%</td>
</tr>
<tr>
<td>Media</td>
<td>2.73%</td>
</tr>
<tr>
<td>Investor</td>
<td>2.61%</td>
</tr>
<tr>
<td>Licensor</td>
<td>2.15%</td>
</tr>
<tr>
<td>Others</td>
<td>1.91%</td>
</tr>
<tr>
<td>Association/Consulate</td>
<td>1.22%</td>
</tr>
</tbody>
</table>

### Purpose of Visit

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collect market information</td>
<td>96%</td>
</tr>
<tr>
<td>Look for new suppliers</td>
<td>95%</td>
</tr>
<tr>
<td>Look for new products</td>
<td>95%</td>
</tr>
<tr>
<td>Maintain relationship with suppliers/business partners</td>
<td>94%</td>
</tr>
<tr>
<td>Seek franchisers/ principals</td>
<td>92%</td>
</tr>
<tr>
<td>Place orders</td>
<td>89%</td>
</tr>
</tbody>
</table>

### Exhibitor Says

**Pigeon**

“CBME China 2018 was well organized and the service provided to exhibitors was convenient. The fair enables exhibitors to effectively deliver their brand culture and new products information. In the meantime, CBME China Industry Summits and Seminars provided us with fresh ideas and new perspectives. We really appreciate this platform, which also energizes the baby products industry."

- Fangying Ye, Vice President, Pigeon China.

**Wyeth**

“As China’s most influential trade fair of baby products industry, CBME China is leading the future. This is a valuable communication platform for both our clients and us. We are able to increase our client database, expand new channels and meet the needs of our current and potential clients. We are glad to be at CBME China this year and looking forward to CBME China 2019.”

- Yingying Qiu, Global Vice President, Wyeth Nutrition (China) Co., Ltd.

**Boori**

“As the most influential baby products trade fair in China, CBME China is growing larger and larger. Child and baby products industry is a fast growing industry and we saw the new changes during CBME China. There are not only new products but also the industry trends. We found that the new opportunities of industry consolidation and channel sink have become the focuses.”

- Zhanhang Zhang, Vice President of Sales, Wyeth Nutrition (China) Co., Ltd.

**Boori**

“During the 3-day fair, we were able to form strategic partnership with many distributors in the country. We also got more than 100 qualified sales leads. It was also productive in terms of OEM/ODM cooperation. Many of our brand partners also attended the fair and we managed to confirm several key cooperation onsite.”

- Justin Chui, Founder, LTD, Shanghai Vanessa Trading Co., Ltd.
Gathering global famous brands at CBME

Exhibitors by Product Category:
- Maternity and Baby Care Products: 1,007 Exhibitors
- Food, Nutrition and Snacks: 764 Exhibitors
- Child, Baby and Teenager Clothing, Footwear and Accessories: 626 Exhibitors
- Baby Carriages, Car Seats and Furniture: 340 Exhibitors
- Toys, Educational Products and Souvenirs: 260 Exhibitors
- Service Organizations: 68 Exhibitors

Outdoor Recreation and Sports Zone: 45 Exhibitors
Natural Products: 94 Exhibitors
Fun Learning Zone: 67 Exhibitors
Global OEM/ODM Zone: 49 Exhibitors
Fabulous Mom Zone: 90 Exhibitors
International Pavilions: 186 Exhibitors
Smart Home Zone: 48 Exhibitors
Cool Kids Fashion Shanghai: 88 Exhibitors

Brands by Country:
- Mainland China: 3,076 brands
- Rest of the World (including Hong Kong, Macau and Taiwan): 1,256 brands

Exhibitors who Found Success at CBME China:

[List of successful exhibitors in alphabetical order]
Perfect Platform for You to Grow Your Business

Cool Kids Fashion Shanghai is China’s must-attend kids fashion event for trade professionals. It features a complete overview of children clothing and accessories (ages 0-16 years). *2019 forecast: 100 exhibitors

Natural Products will cover natural and organic food, products and raw materials, featured products at home and abroad, natural product brands and more. *2019 forecast: 117 exhibitors

Outdoor Recreation and Sports Zone will showcase bicycles, inline skates & roller skates, manual & electric scooters, and more. *2019 forecast: 70 exhibitors

Fun Learning Zone will feature early education in the form of play, music and movement programs, playground, swimming pool, photography and more. *2019 forecast: 76 exhibitors

Fabulous Mom Zone will showcase health & beauty, health & wellness/fitness, maternity clothing, prenatal, pregnancy and postpartum care, and more. *2019 forecast: 90 exhibitors

Smart Home Zone will cover smart home appliance, household brands and products for child care and family use, and more. *2019 forecast: 100 exhibitors

Service Providers & Retail Solutions Zone will cover service providers, display props and equipment, industry service platform, packaging machines and related products. *2019 forecast: 110 exhibitors

International Pavilions CBME China International Pavilions provide international brands with marketing opportunity to introduce and display products to the China market and beyond. Be seen with leading brands from your country and stand out on the busy show floor. *2019 forecast: 297 exhibitors

Global OEM/ODM Zone Brand owners, retailers and even distributors from the region are looking for OEM/ODM companies from all over the world to help produce and/or design new products. Find factories who can manufacture your products based on your sourcing requirements. *2019 forecast: 60 exhibitors

Shanghai International Digital Printing Industry Fair (TPF) will cover equipment and technology suppliers of digital textile printers, pre and after treatments, digital ink and other consumables, and printing design. Help them to establish business opportunities, expand channels and start business with end-user of home textile, garment & apparel, dyeing printing factories, fabric manufactories, leather, and more. *2019 forecast: 35 exhibitors
Event Highlights

Cool Kids Fashion Shanghai

It brings together fashion, brands, designers, buyers and media in one location. It is an extraordinary platform for presenting new lifestyle and fashion trends for kids, promote industrial development.

- Kids Fashion Showcases 17 world famous children's wear brands
- 2 Trend Forums featuring industry guru shared their fashion trends and business know-how

CBME AWARDS

CBME AWARDS announced the winners of Innovative Products Awards, 10-Year Industry Service Awards, 20-Year Industry Service Awards and Best Corporate Social Responsibility Awards. The on-site professional visitors voted for the remaining 7 awards and 373 finalists. CBME AWARDS is China’s child, baby and maternity products and services industry’s most anticipated awards.

The winners are:

- Baby Bedding and furniture - Chicco, chicco Baby Hug 4 in 1, Hangzhou Binbo Trade co., Ltd.
- Baby Feeding Product - Haier, 10201, Shenzhen Qinghai Intelligent Health Technology Co., Ltd.
- Baby Travel Gear - Baby Idol, Ride-on and Scooter, Kunshan Baby Idol Toys Co., Ltd.
- Educational Product - Slida, Classic Sphere – Jelly, Shenzhen Yoobie Internation Limited
- Baby Car Seat - Maxi Cosi, Axissfix Air, Dorel Juvenile
- Baby Care Products - AbellStar, Smart Diaper Monitor System, Dongguan Southstar Electronics Limited

"Winning CBME China AWARDS is the recognition of the quality of our products and brand. Award-winning products and brands presents the trend of the industry for a period of time, also becomes a learning model which helps to stimulate all other brands to working on better products and services to win future awards."

- Ross Zheng, VP & GM, Dorel Juvenile China (Domestic)
Private Buyer Meetings
Over 1,766 business matching meetings were arranged between premium brands and 116 big buyers and business partners from big department stores, supermarkets, online retailers, chain stores, and key distributors from China and abroad.

"With this service, we found more targeted customer easily, and we got to know each other beforehand which is very efficient."
- Yuyingfang Maternal and Child Department Store

“Museum & Culture in Shanghai Style” Shanghai Creative Design Contest
The contest was organized by UBM China, Shanghai Museum, Culture Administration of Changning District, Shanghai Municipal Administration of Culture, Radio, Film & TV, Shanghai Municipal Administration of Culture Heritage and Shanghai Copyright Administration all of whom gave guidance and direction for the contest. The contest included Kids Fashion and product design contests.

“Museum & Culture In Shanghai Style” Product Design Contest
The contest received 751 entries from all over world. The winners of Gold, Silver and Bronze Awards are:

“Museum & Culture in Shanghai Style” Kids Fashion Design Contest
The contest received 1,236 entries from all over world.

CBME China Industry Summits and Seminars
More than 6,664 audience learned from 32 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.
Integrated Marketing Campaign Brings CBME China at the Forefront in the Industry
4,400+ Media exposure
Your Gateway to Key Sourcing Hubs for Child, Baby and Maternity Products & Services

Contact us: cbmexpo@cbmexpo.com

www.cbmeglobal.com
2019 上海虹桥见
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