

## Press briefing Kind + Jugend RE-START EDITION on 09 September 2021 at Cologne- press kit



Agenda Press briefing	2 >>
Speech	3 >>
K+J - PM BVS	7 >>
Trend Report BDKH 2021	11 >>
PR 5 "RE-START EDITION of Kind + Jugend: approximately 180 companies from around 20 countries"	16 >>
PR 4 "RE-START EDITION of Kind + Jugend: easy registration and online tickets"	19 >>

Kind + Jugend  
09.09. - 11.09.2021  
[www.kindundjugend.com](http://www.kindundjugend.com)

## Press briefing

### RE-START EDITION Kind + Jugend 2021

09.09.2021, 9:15 a.m., Koelnmesse GmbH, Stage Trend Forum, hall 10.2 B 50 / C 51



### Speeches

**Oliver Frese,**  
Koelnmesse GmbH / Chief Operating Officer

**Steffen Kahnt**  
Bundesverband des Spielwaren-Einzelhandels (BVS) (Federal Association of the Toy Retail Trade)/ Managing Director

### Additional discussion partners:

**Markus Oster**  
Koelnmesse GmbH / Vice president

**Jörg Schmale**  
Koelnmesse GmbH / Director

### Moderation

**Christine Hackmann**  
Koelnmesse GmbH / Communications manager

## Press briefing for RE-START EDITION of Kind + Jugend

Thursday, 9 September 2021, 9:15 a.m.,  
Trend Forum stage in hall 10.2, B 50/C 51  
Speech by Oliver Frese, Chief Operating Officer of Koelnmesse GmbH



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Dear Ladies and Gentlemen,  
dear trade fair guests,

I am very pleased that you have accepted our invitation to this press briefing.

This morning, I would like to extend a particularly warm greeting to the 150 companies that are creating the RE-START EDITION of Kind + Jugend 2021 together with us. Thank you for being here and for your trust and confidence.

I would also like to specifically welcome all those who are attending virtually. Like all events in the coming days, this briefing will be streamed live via the Kind + Jugend @home digital platform. This also allows us to connect with those who cannot attend in person in Cologne this year.

This is a special day for me as chief operating officer of Koelnmesse, for all my colleagues here at the company and also for all the employees of our partner companies.

For the first time since spring 2020, we will be able to hold one of our own events here in Cologne. Furthermore, this trade fair is the first event that we are holding in a hybrid version, as both a physical and digital fair.

We are about to start again with an event that is small but excellent and very focused, which we have intentionally called RE-START EDITION Kind + Jugend, and should definitely not be missed.

Of course, this trade fair is quite different from the Kind + Jugend of two years ago. Nevertheless, this fair is a sign of the resilience of the entire industry, which has continued to evolve despite many limitations and taken steps to ensure that parents and children can keep putting their trust in good, safe and beautiful products.

This is wonderfully exemplified by the companies that will be exhibiting at the RE-START EDITION of Kind + Jugend. Thanks to them, buyers from the retail and wholesale sectors will find a diverse range of products in Cologne from both well-known brand names as well as small and medium-sized companies.

We are also pleased that, with the support of the Federal Ministry for Economic

Affairs and Energy, six young innovative companies as well as six start-ups with their fresh ideas will be among the exhibitors.

Page  
2/4

Three group stands will also be exhibiting. They come from Latvia, Turkey and Spain.

Overall, the foreign share is remarkable. The exhibitors come from 24 countries and the foreign share of around 80 percent is close to that of the "regular" Kind + Jugend.

The exhibitors represented at the RE-START EDITION will use the opportunity to showcase themselves in a very targeted and compelling manner in this smaller setting that is sure to get them noticed. They will certainly attract attention this year!

The diverse range of products cater to the current issues that are bringing dynamism to the market, such as sustainability, product and application safety, durable product design, individuality and flexibility, and mobility.

Mr Kahnt will be able to tell you more about this momentarily, as well as the mood in the industry.

I am looking forward to what you have to say to us, Mr Kahnt.

The presentation and discussion programme that will take place here on the Trend Forum stage over the next few days will also provide background information and analyses for industry professionals. Experts will shed light on data and facts from industry and commerce, venture a glimpse into the future and offer assistance for dealing with new challenges. The topics will also include sustainability, product design, influencer and online marketing, and social media.

Kind + Jugend is a trade fair for industry professionals. The registration data to date also makes us optimistic with regard to visitor numbers, even though we are talking about an entirely different dimension from 2019 and one that is not comparable to that of public trade fairs such as the Caravan Salon in Düsseldorf which, we are also happy to say, closed with excellent visitor numbers.

Since many of our trade fair guests either cannot or do not want to come to Cologne this year for various reasons, we have created additional interactive access to the industry with the Kind + Jugend @home digital platform.

In addition to the live presence in the hall, all exhibitors will also be online at Kind + Jugend @home. They can show their products there, create custom content and use the networking tools. Like in the real exhibition hall, they can also talk to visitors directly. Visitors to the website can also contact exhibitors directly, arrange video chats or telephone calls, make inquiries or place orders.

The Trend Forum programme is also shown here so that participants can follow the lectures and presentations on the live stream or at a later time.

What's more, the Kind + Jugend @home platform will remain open until the end of October! This increases the reach and presence of the exhibitors and trade fair significantly, and also offers new opportunities and scope for exchange within the industry.

Page  
3/4

As previously mentioned, Kind + Jugend is the first trade fair in Koelnmesse's portfolio that can be held in a hybrid format. Over the last 18 months, we have been working very extensively with digital formats and have also already organised enormously successful digital events such as gamescom and DEMEXCO, which have already been held twice in digital-only form.

However, it has simply not been possible for us to implement our hybrid concept with both a physical and digital presence since in-person trade fairs could not take place due to the pandemic.

The RE-START EDITION of Kind + Jugend is therefore also an important premiere for Koelnmesse in that sense. Other trade fairs such as the IDS dental trade fair and Anuga will also follow shortly as hybrid events.

As we prepare for the future, we see the hybrid model as an important and necessary further development of our in-person trade fairs. The future is hybrid! All the possibilities that the last few months have shown us are an opportunity to position the trade fair market even more broadly and effectively.

Will companies continue to exhibit in Cologne? Yes - of that we are sure - just as we are sure that trade visitors will also come to Cologne in the future. The desire for personal interaction and direct contact has been clearly and repeatedly expressed in all sectors. However, digital platforms will multiply the number of market participants that can be addressed, thereby reaching people and markets that have not been able to come to Cologne due to the long distance or other reasons.

This is also a good and important perspective for the internationally positioned Kind + Jugend, which we will certainly experience again in 2022, hopefully with a full lineup.

For the baby and toddler industry, as well as for us as a trade fair company, this first trade fair is therefore an important sign after a long dry spell.

Together with our foreign trade fairs pueri Expo in Sao Paulo and Kind + Jugend Asean, which will be held for the first time in Bangkok in 2022, Kind + Jugend in Cologne, in combination with Kind + Jugend @home, offers the entire industry a global and highly flexible commercial platform that also takes regional needs and requirements into account.

We therefore see ourselves well-positioned for the future and would like to invite all market participants to accompany us on this journey.

Trade fairs are still taking place under special circumstances, and Koelnmesse has prepared extensively for the RE-START EDITION of Kind + Jugend, including a

comprehensive package of measures that we have put together under the term #besafe4business. By the way, the current corona protection ordinance of the state of North Rhine-Westphalia have provided significantly more planning security in this regard.

Page  
4/4

The basic requirement for holding a safe trade fair is the implementation of the 3G principle, which we call CH3CK with our foreign trade fair guests in mind. All trade fair guests, service providers and journalists go through the same process. This allows us to create the necessary safety space for everyone in the exhibition halls.

In the next few days, you will see for yourself that trade fairs are feasible under these conditions without taking away from the trade fair experience.

The entire Kind + Jugend team is looking forward to a beautiful, colourful and inspiring RE-START EDITION of Kind + Jugend 2021 and the premiere of Kind + Jugend @home. But above all, we are looking forward to personal encounters, conversations and products you can touch.

I wish you and us successful trade fair days.

Stand: 08.09.2021  
Kürzel: hac

## Corona causes sudden baby boom

Trade with children's outfitting still on track



Cologne, 9 September 2021

The Corona crisis has also affected the baby and toddler outfitting trade. In this way, in **2020**, according to the estimate of the IFH Retail Consultants, parents spent a total of **Euro 2.45 billion** in the first three years of their children's lives. Hence, they invested **4.5% less** than in the previous year. This figure corresponds to approx. Euro 1,048 per child. *"Short-time work, closed stores and the general insecurity during the pandemic have curbed the buying mood of the consumers short-term. But: Saving money on children is last on the list. That is why all signs clearly indicate that a recovery is already in sight,"* stated Steffen Kahnt, Executive Director of the German Association for Toy Retail Trade (BVS).

Remarkable: After a slight "baby slump" in the year 2020 (-0.6% compared to the previous year) Corona turned out to be a real stork, causing a sudden baby boom in March 2021: According to the preliminary figures released by the German Federal Statistical Office, 65,903 children were born in **March 2021 - an impressive 10% more than in the previous year**. The last time so many births were registered was in March 1998. The March babies were conceived at around the same time the curve of the first Corona wave started to flatten from May 2020 onwards.

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### Ausgaben für Baby- und Kinderausstattung in Deutschland in den ersten 3 Lebensjahren in Mrd. Euro



Quelle: IFH Köln

### Prams: More outdoor activities in times of Corona

Parents are more frequently paying attention to aspects such as good quality, sustainability and comfort when buying a pram. They gladly visit a specialised store to collect advice here. At an increasingly early stage: Parents-to-be often already purchase the pram during the first months of the pregnancy. According to the market research company, Interconnection Consulting, the Germans bought a total of **698,096 prams** (incl. buggies) in **2020**. This corresponds to an **approx. 15 percent decrease** compared to the previous year. Lacking occasions such as travel, where a more compact pram is needed or the lower birth rates explain the decline in the pram segment. The trend towards outdoor activities with children has on the other hand increased due to Corona. **Combined prams**, which can simultaneously be used as **jogger and bicycle trailers** are extremely popular.

Quelle: Interconnection  
Consulting 2021

### Käufe in Deutschland

in 1.000 Stück

■ Autokindersitze ■ Kinderwagen



\* geschätzt



## Children's car seats: +15% after Corona slump

The market for **children's car seats** also suffered from the pandemic in the year 2020. According to Interconnection Consulting, the Germans purchased around **2.1 million children's car seats** last year - that is **just under 14%** less than in the previous year. In **April 2020**, when the stationary specialised baby and toy shops remained closed, according to the GfK the product category recorded a **-46%** slump (in value, measured on the basis of the GfK panel market).

Compared with the weak first six months of 2020, according to GfK the turnover for the **first half of 2021** attained a positive result **achieving a 15% plus**. The majority of the growth was registered by the online trade (+20%), however the stationary trade also recorded a 9% increase. **The online business is thus gaining increasing significance**. Whereas 54% of the turnover for children's car seats was achieved online in the first half of 2020, in the first 6 months of 2021 it was already 57%. Whereas the turnover in the stationary trade mainly resulted from sales of I-sized seats (European safety standard) or children's seat for the smallest age group (0/0+, 0+/1), the seat groups 1/2/3 and 2/3 made up the largest share of the turnover on the Internet.

## Baby and toddler toys: Ongoing positive trend

As in the previous years, in **2020** the Germans also spent more money on toys for babies and toddlers. According to the Toys Consumer Panel of the npd group, the turnover **for toys** for under 3-year-olds **rose by 2.4%**. If one counts everything that according to the npd group statistics is purchased for under 3-year-olds, such as sand toys, Lego, Duplo, board games or bobby cars, the Germans spent **Euro 547 million** in 2020.

**Spielzeugausgaben in Deutschland  
in den ersten 3 Lebensjahren  
in Mio. Euro**



## German Association of the Toy Retail Trade (BVS)

The BVS represents the interests of the toy retail trade for all sales channels and company size categories in Germany. It is affiliated with the German trade association (HDE), the federal state associations of which provide the delegates of the BVS general assembly. Associate members are the most important purchasing cooperatives of the industry.

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## Trend Report of the Association of the German Nursery Products Industry (BDKH) for the Cologne trade fair Kind + Jugend 2021 18th August 2021

### Online, Second Hand & Sustainability

**The industry association for prams, child car seats & co. reports on the current situation in the industry, the changes brought about by Covid and which new product features are becoming important.**

The second pandemic year 2021 is marked by hope for an end to the crisis. Many things have improved, most adjustments have been made and some things are already normal. Communication, marketing and sales are predominantly taking place in the virtual realm, trade fairs are offering digital and hybrid formats and consumers are helping online retail to set new records. At the beginning of the year, the children's nursery products industry is pleased about the highest birth rate in Germany in 20 years.

#### **Record Births in March**

While the number of newborns in 2020 was around 5,000 lower than in the previous year – at 773,000 – an announcement by the Federal Statistical Office in spring made people sit up and take notice. From February and March 2021, a small baby boom was observed in Germany and other European countries with plus 6 and 10 percent more births year-on-year. The "cocooning effect" after the first lockdown subsided contrasts with the economic concerns in the countries particularly affected by the pandemic. In Spain, France or Belgium, birth rates therefore tended to decline.

Another trend is the rising average age of women at the birth of their first child - in Germany, mothers are on average 30 years old. The proportion of over-40 mothers is also rising. The higher age of mothers and the growing use of fertility treatments are also seen as causes for the increasing number of multiple births. In Germany in 2019, according to the Federal Statistical Office, as many as one in 27 newborns was a multiple child, mostly a twin. This corresponds to a share of 3.7 percent.

#### **Economic Development in Germany**

While 2020 was a rollercoaster ride economically, also due to the pandemic-related interruption of supply chains, with the strongest slump in the spring quarter since the end of the war, 2021 has been stable so far. Industrial production, which accounts for a quarter of value added in Germany, has remained largely unaffected despite high incidence figures in the first third of the year. According to the economic barometer of the German Institute for Economic Research (Deutsches Institut für Wirtschaftsforschung), gross domestic product made a strong leap of around two and a half percent from April to June. The continuing recovery is also making itself felt on the labour market, where more and more people are returning from short-time work to regular employment. Nevertheless, the consequences of the pandemic have not yet been overcome. The increasing shortage of raw materials is burdening the industry and the risk of insolvency is rising.

"The supply chains that were permanently affected by the pandemic are in the process of returning to normal," reports BDKH Managing Director Michael Neumann. "What continues to be very difficult for most manufacturers are the container prices from Asia to Europe. The



costs for this have virtually exploded compared to pre-Covid levels. This is driving up the cost of many products significantly and forcing manufacturers to pass that on in their prices."

### **How our Children live**

Not to be lost sight of is the fact that about every fifth child in Germany lives in relative poverty. Around 2.8 million children and young people are at risk of poverty in this country - and thus often also educationally disadvantaged. Unfortunately, this proportion has remained constant at just over 20 percent for years.

Parents' spending on their children in Germany varies accordingly and is strongly dependent on disposable income. According to the recently published study "Konsumausgaben von Familien für Kinder" (Consumer Expenditure of Families on Children) by the Federal Statistical Office, the lowest-income ten percent of the population spend 424 euros a month on an individual child, while the highest-income ten percent spend 1,212 euros, almost three times as much. The figures refer to surveys from 2018. On average, the monthly expenditure for a single child is 763 euros, for two children 1,276 euros and three children 1,770 euros. An only child consumes around 21 per cent of their parents' consumption expenditure. Compared to 2013 (average 660 euros), the expenditure for an only child has thus increased by 16 percent.

### **The Market for Baby and Children's Products**

Hansjürgen Heinick, Senior Consultant at IFH Cologne, describes the various developments in the market for baby and children's products in 2020: "Turnover here fell by around 8 percent. Among the segments, the main contributors to this were clothing, shoes and accessories, including school bags and satchels. And this was especially the case with minis and kids, while the declines in babies were less pronounced." Last year, the product groups around children's mobility - i.e. children's vehicles and children's bicycles - developed particularly positively.

### **Child Car Seats in Lockdown**

Pauline Fleischer, Junior Consultant Market Intelligence at GfK in Nuremberg, reports that in the crisis-ridden first half of 2020, the child car seat category in Germany suffered sharp sales losses of minus 13 percent due to shop closures. In April 2020, when brick-and-mortar baby and toy retailers remained closed, this product category even recorded a decline of 46 percent (in value), as measured by the GfK Panel Market. "Compared to the weak first half of 2020, sales for the first half of 2021 turned out positive with a plus of 15 percent," Fleischer states. The majority of the growth took place in online retail (20 percent). The stationary shops were able to record an increase of 9 percent. While the turnover in the stationary trade resulted predominantly from sales of i-Size seats or child seats for the smallest age groups (0/0+, 0+/1), the seat groups 1/2/3 and 2/3 continued to achieve the largest share of turnover on the Internet.

### **Discovery Gap and Pull Effect**

A discovery gap is now emerging in stationary retail, observes Ulrica Griffiths, owner of the communications agency Griffiths Consulting in Munich-Haar: "Retailers are now demanding a pull effect from their suppliers. This means that if customers do not ask for a brand directly in the shop, it has less chance of being listed at all. In the past, retailers used to present the different brands themselves during the shopping process, but today it is common for customers to ask directly for certain brands. Online, we have known this effect for a long time. This has made it even more important for companies to invest in end consumer communication."



### **Second Hand not only for Fashion**

A change in consumer behaviour as a reaction to the climate change is particularly noticeable in clothing in addition to pandemic-related circumstances - lower demand due to school closures and fewer sporting events - says Hansjürgen Heinick from IFH Cologne. "Second hand is likely to gain more or less significantly in importance in the future and also radiate to other segments, such as prams." The catalysts of the second-hand boom are digitalisation in addition to more conscious consumption, according to one of the findings of the IFH Cologne study "Sustainability in the Amazonised World". With the help of various apps and services, the trade in used clothing is becoming a relevant sales factor.

### **Sustainability - a perennial Issue**

For good reason, the Innovation Awards at the Kind + Jugend trade fair in Cologne will include a "Sustainability" category for the first time this year. Triggered by the Covid pandemic and the increasingly obvious climate crisis, younger consumers in particular are increasingly questioning their purchasing decisions. This is also accompanied by more frequent regional purchasing - both online and offline. "Sustainability is mandatory," Ulrica Griffiths also confirms. "Sustainability is now obligatory if a manufacturer wants to be presentable with retailers, consumers and opinion leaders. As a result, more and more companies that have focused on completely different benefits in their messages and offers are implementing and also communicating sustainability."

### **Expansion of digital Formats**

For BDKH member company LÄSSIG from Babenhausen, sustainable children's outfitting has been on the agenda since its foundation. The Covid-related challenges were also tackled sustainably and as a team. "We have expanded digital formats and the activities around the online shop. We show more of a face behind LÄSSIG, not only want to be perceived as a cool, innovative and sustainable product world and brand, but also to be felt and understood much more with all our thoughts and emotions," tells Claudia Lässig, who shares the management of Lässig GmbH with Stefan Lässig and Karin Heinrich. "We will continue to drive the activities and investments around the online shop, but also in supporting the stationary trade," says Stefan Lässig. They are pleased that Kind + Jugend can take place again this year and that they will be present as an exhibitor in Cologne.

### **Corona as Catalyst**

"The Covid pandemic has reinforced the shift towards online retail and we are trying to support this development as best as possible with our retailers and partners," reports Ergobaby Senior Brand Marketing Manager Robin Homolac. "However, besides the many negative effects, the Covid pandemic has also acted as a catalyst for us to open up new formats." Ergobaby continues to focus on developing new touchpoints and channels, such as new live formats tailored and redeveloped for end customers, B2B customers, but also health professionals in the form of webinars or live sessions. "The increasing need of customers for a sustainable option in their assortment is motivating and we try to support this demand in every way possible. Not only with the development of new, sustainable baby carriers, but also with our just launched Everlove programme: easy buyback, qualified refurbishment, resale including a guarantee promise of one year. No other baby carrier manufacturer in Europe currently offers this green service," Homolac reports.

### **Bathing, Breastfeeding and Feeding**

Products for babies and those that are used close to the skin are tested particularly critically by consumers. Rotho Babydesign's new products include textile accessories for the baby bath in an ecologically sustainable bamboo/cotton quality, as Marketing Director Silvia Emge reports. These include bath ponchos, hooded towels and muslin cloths. The new colours in



the bathroom are also borrowed from nature: the warm Langoustino and the delicate Shale Green. Heidi Schäfer, Vice President of the German Lansinoh Laboratories Inc., has observed that consumers are increasingly choosing the sustainable product variants in the range: washable reusable nursing pads instead of disposable nursing pads or baby bottles made of glass instead of polypropylene.

### **Made from the plastic waste of the ocean**

Even the classic hardware nursery products are now made sustainably. The Peg Perego novelties, the Veloce pram and the Lounge carrycot, are both also available in the 500 design, which is made from a very special yarn: It stems from plastic bottles that previously polluted the oceans as rubbish. Barbara Haussmann, responsible for Marketing & PR at the German sales partner PEG Kinderwagenvertriebs- und Service GmbH in Dachau, reports on the great interest of young parents in sustainable products made in Europe. "Especially against the background of the drastically increased container prices from the Far East, we can consider ourselves lucky as a supplier and manufacturer from Italy."

### **Safety and Comfort on the Road**

When it comes to safety for their little ones, parents make no compromises. "Child car seats are still about maximum safety. Reboarding for as long as possible is an important aspect when buying a child seat," says Barbara Haussmann from PEG. But comfort should not be neglected either, as seen for example in the quick change to the back-friendly recline function of the Primo Viaggio Lounge baby car seat. In the latest Stiftung Warentest child seat test 06/2021, it was rated the best reclining baby car seat with a mark 1.7. Larger children from three and a half to twelve years of age ride safely in the new Graco EverSure i-Size seat. The seat can adapt to the growth spurts of the passengers with a flick of the wrist and with over ten different levels. Here, too, the focus is on comfort with additional features: pull-out cup holders, a particularly soft seat surface and extra padded armrests.

### **Recycled premium Products**

In the new season, the manufacturer Artsana is responding to developments such as housing densification, car-free cities and climate change with space-saving indoor products and innovations for transporting babies in increasingly bicycle-friendly cities. In addition, there are multifunctional products and recycled materials, reports Caroline Meißner, Senior Product Manager DACH. The elegant Black Re\_Lux Capsule Collection made of 100 percent recycled polyester, which is certified according to the Global Recycled Standard, marks the beginning. The elegant black colour, combined with precious golden details, gives the material a luxurious sheen. The chic Capsule Collection is realised in the Chicco Best Friend Pro combi pram, the goody Plus self-closing pram and the OHLalà 3 city buggy and shows that sustainable and trendy are not opposites.

[www.bdkh.eu](http://www.bdkh.eu) and [www.kleineheldenlebensicher.de](http://www.kleineheldenlebensicher.de)



### **Association of the German Nursery Products Industry e. V. (BDKH)**

The BDKH is the mouthpiece of German-speaking manufacturers of nursery products that are produced in a socially responsible manner and according to the highest quality standards. As a member of the umbrella organisation ENPC (European Nursery Products Confederation), the association actively promotes the quality and safety of nursery products at European level. The member companies cover the entire range of high-quality hard goods: Prams, Car Seats, High Chairs, Furniture, Textile Equipment, Changing Bags, Breastfeeding, Hygiene & Bathing Products, Food & Drink, Baby Toys, Sleeping Environments, Outdoor & Travel, Bicycle Accessories, Baby Carriers, Baby Monitors. BDKH members comprise the big names of this industry such as Britax Römer, Alvi, LÄSSIG, Rotho Babydesign, tfk Trends for Kids, Chicco, Recaro, Moon, Dorel (Maxi-Cosi, Quinny), Peg Perego, Ergobaby, Joie, Nuna, Lansinoh or start-ups like Solwi. The end consumer initiative of the BDKH "Little Heroes Living Safely" contributes to accident prevention and the safe upbringing of our children with information campaigns.

**Your find images related to this press release here: [Download](#)**

Please use pictures and graphics with a reference to the respective company.



No. 5 / August 2021, Cologne  
#kindundjugend #restarteditionkindundjugend

## **RE-START EDITION of Kind + Jugend: approximately 180 companies from around 20 countries**



### **Trend Forum with talks, discussions and analyses**

#### **Accompanied by Kind + Jugend @home**

The RE-START EDITION of Kind + Jugend from 9 to 11 September 2021 will provide a condensed overview of the collections of approximately 180 companies from around 20 countries in the home textiles, decoration, clothing, prams and children's car seats segments. Exhibitors will be travelling to the event from Germany, the Netherlands, Austria, Poland, Denmark and other European countries to showcase new launches for baby and toddler outfitting. Lässig, Thule, Engel, Sterntaler and Thermobaby will be among the companies and brands representing directions such as sustainable products and concepts, an area that is set to be one of the major future issues. Health and safety remains a high concern for parents. Here companies such as Agu Baby and Dooky Xplorys BV offer new ideas. Prams and car seats will be presented by Osann, Thor and Thule, among other companies. Numerous manufacturers will present premium accessories and products with lovingly crafted details that make children's and parents' lives not just easier, but also more beautiful. The latest list of exhibitors appearing at the Restart Edition of Kind + Jugend can be viewed on the trade fair's website to enable visitors to prepare their visit well.

The trade fair will also host an outstanding line-up of talks and discussions at its Trend Forum. Industry experts will shed light on data and facts from the manufacturing industry and the retail sector. They will look ahead to the future and provide assistance with facing new challenges.

In the morning of the first day of the trade fair, Claudia Lässig from Lässig GmbH, Tomma Rabach from Rabach Kommunikation and an expert from the Association of the German Nursery Products Industry (BDKH) will answer questions from host Astrid Specht from the trade journal 1st Steps on the topic of the baby outfitting industry in transition.

Social media is becoming increasingly important as a communication and sales channel for companies in the baby and toddler outfitting segment. Ulrich Esch from Rheinfaktor, the agency that manages the social media activities for Kind + Jugend, will share some insights into the opportunities. Influencer collaborations are another means to generate attention. Here Miriam Wiederer from Echte Mamas will offer some tips for partnerships and some ideas. Online marketing is also an area where

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many businesses still have potential for development. The Trend Forum will highlight its relevance for the industry as an important sales strategy.

Page  
2/3

Experts from TrendBible always get a warm welcome at Kind + Jugend because they shed light on the latest trends and directions, and present them in an international comparison. Jenna Galley, one of the trend editors from the TrendBible team, will focus on macro trends for 2022 in Part 1 of her talk and design trends for 2022 in Part 2.

Sustainability is a concern for people in all areas of life and one that is particularly significant when it comes to the next generations. Nils Bader, the founder of the Green Product Award, will discuss the importance of international networks and present trends and examples. He will devote another talk to sustainable product design. Federica Suess from Etika, an initiative by the BDKH, will explain how to create a sustainability plan in five steps.

“An Evergreen Generation” is the title that Jenny Kieras from The Insights Family has chosen for her talk at the Trend Forum. She will focus on a new generation of parents and children who want to make the world a better place and are questioning both consumption habits and patterns of behaviour. Her talk will ask what influence consumers can exert when it comes to promoting sustainability.

To conclude the second day of the trade fair, Nils Borghs from the planning consultancy planungsbüro vierfahrt will present the entries chosen for this year’s Selection Kids Design Award. The contest attracted submissions from numerous young designers once again in 2021. A jury of experts will judge the ten best designs, which will be showcased in the Trend Forum at the Restart Edition of Kind + Jugend.

All the sessions on the stage of the Trend Forum can be followed live on the digital platform Kind + Jugend @home, which will be available until the end of October. Those wanting to view the exhibitors’ collections and the talks from the Trend Forum merely need to register on the website.

All the information on attending the trade fair, digital ticketing and the admission regulations can be found on the Kind + Jugend website:

<https://www.kindundjugend.de>

**Koelnmesse - Global Competence in Furniture, Interiors and Design:** Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou, Kind + Jugend ASEAN in Bangkok,

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Page

3/3

Further information: [www.koelnmesse.com/current-dates/all-trade-fairs/#2](http://www.koelnmesse.com/current-dates/all-trade-fairs/#2)

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**The next events:**

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne  
26.10. - 29.10.2021

aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne 26.10. -  
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No. 4 / August 2021, Cologne  
#kind+jugend #re-starteditionkind+jugend

## RE-START EDITION of Kind + Jugend: easy registration and online tickets



### Digital, named-day-only tickets and the CH3CK principle

Koelnmesse has implemented a comprehensive package of measures to ensure that attending the RE-START EDITION of Kind + Jugend from 9 to 11 September 2021 is a safe and successful trade fair experience for all participants. Digital, named-day-only tickets are now available to order in the form of QR codes from the Ticket Shop on the Kind + Jugend website. Combined with the required recognised digital proof of full vaccination, testing or recovery, these measures ensure that Kind + Jugend 2021 will be a safe trade fair experience for everyone. There will be no on-site ticket sales. This rule applies to all participants.

Early online registration on an individual basis is a requirement for all tickets. This enables traceability in the event of a coronavirus infection. It also means that ticket desks will not be required on the trade fair grounds, and hence participants will not have to wait at the entrances. The entire process is clearly set out on the Kind + Jugend website.

### Named-day-only tickets exclusively

The Ticket Shop for the RESTART EDITION of Kind + Jugend is now open. All participants - exhibitors, visitors, media representatives or service personnel - can register for their named-day-only, digital tickets in the Ticket Shop. After redeeming a code or purchasing a ticket in the Ticket Shop, a digital ticket will be available on their smartphone. The ticket is then activated in the Kind + Jugend app, which will be available to download from Google Play (Android) or the App Store (iOS) from 23 August 2021. Participants log in to the app using the same login details that they entered when registering in the Ticket Shop. All registered participants will naturally receive a timely reminder and will be provided with all the information they need about the registration process. In addition to activating the ticket, the Kind + Jugend app is also used to obtain tickets for local public transport. These will be available directly in the app at the latest 14 days before the event opens.

### The CH3CK principle for safe access

Safety trumps everything: Those wishing to participate in the RESTART EDITION of Kind + Jugend must have either been fully vaccinated, recovered from COVID-19 within a minimum of 28 days and a maximum of six months, or received a recent negative test result (from an antigen or a PCR test taken within the last 48 hours). The CH3CK principle applies to all trade fair participants, including service providers, media representatives, exhibitors and visitors.

Kind + Jugend  
09.09. - 11.09.2021  
[www.kindundjugend.com](http://www.kindundjugend.com)

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Executive Board:  
Gerald Böse (President and Chief Executive Officer)  
Oliver Frese  
Herbert Marner

Chairwoman of the Supervisory Board:  
Mayor of the City of Cologne  
Henriette Reker

Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

The EU Digital COVID Certificate (DCC), issued by EU member states, is accepted as digital proof of vaccination. The certificate contains a QR code, which can be stored in various smartphone apps - in Germany, the CovPass app or the Corona-Warn app, for instance.

Page  
2/3

Trade fair participants who do not have direct access to a digital COVID certificate that meets the EU DCC standard can obtain a QR code by taking a test at any participating test centre that issues EU DCC QR codes in any EU member state or in Cologne before visiting the trade fair grounds.

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3/3

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