

## 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



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

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.

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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.

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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.

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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