

Remarks of Oliver Frese, Chief Operating Officer Koelnmesse GmbH Press briefing for Kind + Jugend 2022

on 8 September 2022
10:00 a.m.
on the stage of the Trend Forum
Hall 10.2, 10.2 B 50 / C 59



Kind + Jugend
08.09. - 10.09.2022
kindundjugend.com

Dear ladies and gentlemen,
dear trade fair guests,

I am very pleased to be able to welcome you to Kind + Jugend 2022.

The most important meeting point for the international baby and toddler outfitting industry will finally open its doors again. For three days, around 500 suppliers from 44 countries will be presenting a varied and international offering. The trade fair will this year once again feature a wealth of products that buyers can touch and try out, as well as many personal encounters and discussions, in the course of which you can clarify all questions and matters directly with the supplier.

The importance of trade fairs, meaning the event on location, has of necessity been put to the test in the past few years. Digital platforms, online forums, e-congresses and many other new digital formats were experimented with as alternatives to the personal encounter. In some cases with admirable success. However, not 100 percent convincingly.

Something was missing.

For this reason we also reported that the "trade fair does good" last year after the conclusion of the RE-START Edition of Kind + Jugend 2021. Because, although the trade fair was only a small, high-quality event under the circumstances of the ongoing pandemic, it brought supply and demand directly together, as a real experience between real people, with real products and discussions.

Especially in this industry, defined by thoughts of the coming generation, of parents and their children, of health and well-being, of love of play and responsibility, the factor of the human being is also a top priority in business life.

Which is why we are also very pleased that this once again impressive number of exhibitors is exhibiting at Kind + Jugend this year. We are also pleased at the exceptional composition. Besides large, leading companies and brands, there are many excellent, medium-sized and smaller suppliers who together offer the procuring trade a diverse and inspiring information and order platform.

The focus of Kind + Jugend is primarily on high-quality products for the baby and toddler outfitting industry - a key feature that sets it apart from many other industry trade fairs worldwide.

This year, the exhibitors come from all areas of the baby and toddler outfitting sector and include products from the segments of strollers, child seats and carriers, children's furniture and room furnishings, safety and monitoring, fashion and streetwear for babies and pregnant mothers, toys for kids and, of course, care and nutrition.

85 percent of the exhibitors once again come from abroad, for the most part from European countries and Turkey. However, companies from China, India, Israel, Canada, Korea, Pakistan, Taiwan, Thailand, Singapore and the USA will also be represented at this year's trade fair. This international dynamic is also a special trademark of Kind + Jugend.

As a pure trade fair, Kind + Jugend caters especially to international specialist retailers and wholesalers, online retailers, drugstores, furniture stores, purchasing associations and importers. One might say, Kind +Jugend links analogue and digital sales channels as a central trade hub.

Thanks to its clear trade fair concept, Kind + Jugend is also an excellent platform for start-ups and young founders who want to expand their business reach. Ten companies from nine countries, including Singapore, Latvia and Israel, will once again use the attractive participation opportunities of the start-up area to test whether their products are ready for market.

The stand for young innovative companies sponsored by the Federal Ministry for Economic Affairs and Climate Action also presents up-and-coming companies in the sector - in this case especially from Germany.

We have deliberately concentrated and streamlined the event programme presented by Kind + Jugend this year.

The Trend Forum here on the central event stage will be geared even more deliberately and specifically to the needs of industry and trade. One theme here is online marketing. The Amazon marketing agency Movesell will also provide, among other features, orientation for future decision making. Trends will once again be presented by our partner Trend Bible, which also offers individual trend consultations here at the trade fair. Sustainability, an important theme at the trade fair, will also be addressed in lectures.

Trade fair guests can experience a new theme in the special event "Immersive Shopping". This is found directly next to this forum. Here, innovative technologies and features, which can be used in B2B and B2C channels for digitally providing product information and product configurations in an attractive way, will be presented. These include, for example, augmented reality and 3D configurations. The aim of the special event organised jointly by Koelnmesse and ARkid from FOKUS

KIND Medien is to stimulate incentives and ideas for digital business models that facilitate experience-oriented shopping.

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We are especially pleased to be able to present the "Innovation Award" again this year. 81 products were submitted and once again provided the international jury much occasion for discussion. Here too, we would like to thank you for your dedication, dear jury. All of the nominated and winning products are on display as of today in the special event adjacent to us.

However, we will especially honour the winners here on this stage right away at 11:00 a.m. For the first time, by the way, in nine instead of the previous eight categories. With the "World of Sustainability", we will provide sustainable products, a matter of great importance for the industry, special visibility at Kind + Jugend.

I am really looking forward to very soon honouring all the winners.

One more word about our Kind + Jugend app: we have integrated a networking function as a new feature. This allows visitors, and of course also the media, to network with manufacturers. This is especially easy when the exhibitor scans the trade fair visitor's badge on the spot with their mobile phone and the shared information is then stored directly on their smartphone. This of course also works in the reverse direction.

And because very many visitors have already registered in advance of the trade fair, we are very optimistic that this Kind + Jugend will be a success for all participants.

Mr Kahnt will soon have something to say about the mood in the industry and about the themes of relevance to industry and commerce. I am looking forward to what you have to say to us, Mr Kahnt.

Ladies and gentlemen, together with our outbound fairs pueri Expo in Sao Paulo and Kind + Jugend ASEAN, which will be held for the first time in Bangkok in 2023, Kind + Jugend in Cologne offers the entire industry a global commercial platform that also takes regional needs and requirements into account.

We are pleased to once again be able to fire the starting shot for the industry and for our trade fairs for the international baby and toddler outfitting industry.

Stand: 06.09.2022

Kürzel: hac