

No. 4 / August 2022, Cologne
#kindundjugend

Optimism ahead of Kind + Jugend

Around 500 providers from 40 countries ++ Varied and international offerings, including many well-known companies and brands ++ Focused lecture program, Innovation Award and new Immersive Shopping special event ++ Extended app features

Kind + Jugend, the most important meeting point for the international baby and toddler industry will finally open its doors again on 8 September 2022. Over the three-day event until 10 September 2022, around 500 suppliers from 40 countries will be presenting an extensive and international range of products and services. This year, Kind + Jugend will once more feature a wealth of products that buyers can finally touch and try out again. Suppliers and interested persons will have the opportunity to find answers to their questions and network in person.

The number and composition of exhibitors therefore offer an excellent information and order platform for buyers. As a pure trade fair, Kind + Jugend caters especially to international specialist retailers and wholesalers, online retailers, drugstores, furniture stores, purchasing associations and importers. The focus is on high-quality products for the baby and toddler industry - a key feature that sets it apart from other trade fairs.

This year, the exhibitors come from all areas of the baby and toddler 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 care and nutrition. Once again, 85 percent of the exhibitors are from abroad.

Along with numerous leading manufacturers and brands, visitors will also find beautiful and important products from many small and medium-sized suppliers at Kind + Jugend. In addition, there will be special exhibition areas for start-ups and young innovative companies from Germany.

Among the well-known manufacturers who will participate this year are ABC Design, Britax Römer, Bentley, Delta Children, Motorola, Gesslein, Hartan, Jollein, Leclerc Baby, Lässig, Mutsy, Osann, Paidi, Pearhead, Recaro, Roba, Schardt, Skip Hop, Sterntaler, TFK, Thermobaby, Thule, Träumeland, Uppababy and Vulli. Most of the exhibitors at Kind + Jugend this year come from European countries and Turkey. In addition, companies from China, India, Israel, Canada, Korea, Pakistan, Taiwan, Thailand, Singapore and the US will also be represented at the trade fair. The full list of exhibitors can be found on the Kind + Jugend website.

Start-up area and young innovative companies from Germany



Kind + Jugend
08.09. - 10.09.2022
kindundjugend.com

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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 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 from Germany.

In order to make the trade fair visit even more effective, also with regard to the three-day duration of the fair, Koelnmesse has significantly streamlined **the event programme**.

The **Trend Forum** presentations will be geared even more closely to the needs of industry and trade. While trends in an international context are still a key topic, online marketing will also be considered from different perspectives. In addition to experts from Trendbible, presentations by Amazon-Marketing-Agentur Movesell will also provide an orientation for future decision making. The issue of sustainability will also be addressed in the lectures.

The Innovation Award will be presented again, with nine categories this year for the first time. In addition to the familiar categories reflecting the focal points of the trade fair, the topic of sustainability will now be premiered. The World of Sustainability will create particular visibility for sustainable products, which is of great importance for the industry. Since its introduction in 2005, the Innovation Award has enjoyed a high level of recognition and acceptance in the sector due in large part to the jury of industry professionals with extensive and valuable expertise. The jury will nominate several products from the approximately 80 submissions received this year. The winners will also be chosen from this selection. All of the nominated products will be presented together with the award-winning products at the trade fair in an attractive special event.

This year's Kind + Jugend will embrace a new theme with the special event **Immersive Shopping**. This refers to the use of innovative digital technologies and features in B2C and B2C channels for providing product information and product configurations in a visually appealing way. This includes augmented reality, 3D configurations and games that offer relevant content as well as engaging elements. The aim of the special event organised by Koelnmesse and ARkid von FOKUS KIND Medien is to stimulate incentives and ideas for digital business models that facilitate experience-oriented shopping.

In addition to easy and well-structured access to exhibitor data and hall plans, the extended **Kind + Jugend app** also includes a useful networking feature. It allows visitors to network easily with manufacturers and set up appointments. Networking is even easier when the exhibitor scans the visitor's badge on the spot with their mobile phone and the shared information is stored directly on their smartphone. This also applies for trade visitors. The digital ticket required for exhibitors, visitors and media representatives to access the trade fair is also stored in the app. Please

note that all tickets are available exclusively online (no on-site ticket sales).

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Koelnmesse - industry trade fairs for the children's first years segment:

Koelnmesse is the world's top trade fair organiser in the premium baby and toddler products segment. At the trade fair grounds in Cologne/Germany, the leading international trade fair Kind + Jugend is an established, central industry platform for the global trade and ordering business and presents an annual showcase of the latest products, trends and innovations. In addition to the event at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally: Pueri Expo in São Paulo/Brazil is the largest trade fair in Latin America for premium baby and childcare products, bringing leading Brazilian and international brand manufacturers together with buyers and retailers from across the region with a carefully targeted approach. In South-East Asia, Kind + Jugend ASEAN will celebrate its premiere in Bangkok in 2023.

Further information: <https://www.kindundjugend.com/fair/industry-sector>

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 08.09. - 10.09.2022

Kind + Jugend ASEAN - The Premier Trade Show for Baby & Kids Products in ASEAN, Bangkok 05.04. - 08.04.2023

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo 24.04. - 26.04.2023

Note for editorial offices:

Kind + Jugend photos are available in our image database on the Internet at www.kindundjugend.com/imagedatabase in the "News" section. Press information is available at: www.kindundjugend.com/Pressinformation

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