

No. 3 / May 2023, Cologne  
#kindundjugend

## Kind + Jugend 2023: Strong comeback



**Innovation Award: Only the best receive the coveted award  
Applications for exhibitors still open until 22 June  
New: Midwives' Choice award for the first time**

Kind + Jugend  
07.09. - 09.09.2023  
kindundjugend.com

Positive and broad international participation is once again anticipated for the upcoming Kind + Jugend from 7 to 9 September 2023. Close to 850 exhibitors from around 45 countries are expected, including numerous leading companies in the industry as well as a large number of important small and medium-sized providers. Together they represent the entire spectrum of premium baby and children's products - expertly showcased and at an international level. "This result shows that Kind + Jugend is making a strong comeback. The industry's clear commitment to its leading trade fair also underscores the important role that trade fairs with an international impact play in a company's marketing mix," says Jörg Schmale, Director of Kind + Jugend. "The ability to reach a large number of customers at one time and in one place instead of making multiple customer visits makes the trade fair invaluable and also sustainable," adds Schmale. A highlight of the trade fair is the Innovation Award. The prestigious award has been presented since 2004 in eight categories at the annually held leading international trade fair for high-quality baby and toddler products. Selected by an esteemed jury of experts, the award represents new trends and future-oriented innovations, making it unique in the industry. Award winners gain increased visibility and attention from the media and industry. The award is often the starting point for marketing success.

Your contact:  
Markus Majerus  
Tel.  
+49 221 821-2627  
e-mail  
m.majerus@koelnmesse.de

Koelnmesse GmbH  
Messeplatz 1  
50679 Köln  
P.O. Box 21 07 60  
50532 Köln  
Germany  
Tel. +49 221 821-0  
Fax +49 221 821-2574  
www.koelnmesse.com

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

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

This year, industry-specific changes are once again being made to the award format. The "World of Moving Kids" and "World of Travelling Kids" categories have been merged into "World of Moving & Travelling Kids." The theme of "connectivity" is now part of "World of Kids Safety" to provide a suitable award platform for connected children's rooms. The introduction of the "World of Sustainability" category last year brings the number of evaluation categories to eight again.

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

In addition, this year all applicants have the opportunity to receive a new additional award. Kind + Jugend has entered into a first-time partnership with hebammen-testen.de. As Germany's largest independent online portal, this platform allows certified midwives to test products for pregnancy, babies and toddlers in order to provide valuable insights to both parents and the industry.

This year, three products selected by midwives from the pool of nominated entries

in the Kind + Jugend Innovation Award competition will receive the additional Midwives' Choice award.

Page  
2/3

Applications for the Innovation Award in all eight categories, as well as for the additional Midwives' Choice award, may still be submitted until 22 June 2023. Only exhibitors at Kind + Jugend 2023 may apply to participate in the award competition.

**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. With Kind + Jugend ASEAN in Bangkok/Thailand, the successful brand is launching an additional event specifically tailored to the emerging Southeast Asian region.

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

**The next events:**

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 07.09. - 09.09.2023

Kind + Jugend ASEAN - The Premier Trade Show for Baby & Kids Products in ASEAN, Bangkok 25.04. - 27.04.2024

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 03.09. - 05.09.2024

**Note for editorial offices:**

Kind + Jugend photos are available in our image database on the Internet at [www.kindundjugend.com/imagetdatabase](http://www.kindundjugend.com/imagetdatabase) in the "News" section. Press information is available at: [www.kindundjugend.com/Pressinformation](http://www.kindundjugend.com/Pressinformation)

If you reprint this document, please send us a sample copy.

**Kind + Jugend on Facebook:**

<https://www.facebook.com/kindundjugend>

**Kind + Jugend on Instagram:**

<http://www.instagram.com/kindundjugend>

**Kind + Jugend on LinkedIn:**

<https://www.linkedin.com/kindundjugend>

**Your contact:**

Markus Majerus

Communications Manager

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne  
Germany  
Telefon: +49 221 821 2627  
E-Mail: [m.majerus@koelnmesse.de](mailto:m.majerus@koelnmesse.de)  
[www.koelnmesse.com](http://www.koelnmesse.com)