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#kindundjugend

24 nominations for Kind + Jugend Innovation Award 2023



First-time presentation of Midwives' Choice award

Innovation, creativity and advancement have always played an important role at Kind + Jugend. That is why outstanding new products in the baby and toddler industry will once again be recognised this year with the Kind + Jugend Innovation Award. The award, which has been exclusively granted to exhibitors at Kind + Jugend since 2004, is highly regarded among industry professionals as well as consumers, frequently contributing to the success of the awarded products in the market.

A total of 120 applications from 25 countries highlight the industry's tireless capacity for innovation, further solidifying Kind + Jugend's position as a global leading trade fair and trendsetting platform. After a preliminary selection from all submissions, 24 products across 8 categories were nominated in the final round.

The festive award ceremony will take place in the Trend Forum in Hall 11.2, marking the start of the trade fair on 7 September 2023, at 11 a.m. In addition, all of the awarded and nominated products will be showcased in a special event in the same hall.

The award evaluation process involves a rigorous expert assessment carried out by an international independent jury comprising specialists from the baby and toddler market. This year's jury includes Nils Bader (Germany), Daniele Caroli (Italy), Penny Franks (United Kingdom), Urszula Kaszubowska (Poland), Katja Keienburg (Germany), Carola Siksmá-Ruiters (Netherlands) and Sara Urbainczyk (Germany).

The jury's overall opinion on the day of the nominations was positive: "We are impressed by the exceptional quality of the products. Of course, the degree of innovation diminishes slightly each year since it is difficult to improve already excellent products. Nevertheless, we have come across several new concepts and ideas." In making their decision, the jury especially focused on the innovative nature, added value and safety of the products.

Furthermore, sustainability holds a special significance in the selection of the winners. Today, consumers increasingly value eco-friendly materials and certified toxin-free products when making their purchasing decisions. As the host, Koelnmesse recognises and presents the award for the most sustainable product concept within the World of Sustainability for Kids category as part of the Innovation Awards.

This year also marks the first-time presentation of the Midwives' Choice award. A

Kind + Jugend
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kindundjugend.com

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total of three products that have been entered for the Innovation Award and meet the criteria of a midwife jury from hebammen-testen.de in terms of their features and benefits have the chance to receive the new distinction.

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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. 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

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo
23.04. - 25.04.2024

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

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