

No. 6 / August 2023, Cologne  
#kindundjugend

## The industry is looking forward to Kind + Jugend

**Around 1,000 exhibitors from 46 countries in Cologne ++ 90,000 square metres of space ++ Return of well-known brands and many new manufacturers ++ Focused lecture programme and trend preview ++ Innovation Award with 24 nominations and first-time presentation of Midwives' Choice award ++ Fully booked Start-up Area ++ Kind + Jugend app**

The countdown has begun: In just a few days, Kind + Jugend in Cologne will once again put the spotlight on the creativity and innovation in the baby and toddler industry. From 7 to 9 September 2023, around 1,000 exhibitors from 46 countries will present a diverse range of products and innovations for babies, toddlers and parents. The offerings include travel systems, children's furniture, textiles, clothing, hygiene items, safety and networked electronics, and educational and recreational toys. Beyond product showcases, the trade fair will serve as inspiration for retailers with highlights like special events, practical lectures in the Trend Forum and the highly acclaimed Innovation Award ceremony.

This year, Kind + Jugend will cover a gross exhibition area of 90,000 square metres spread across all levels of Hall 10, one level of Hall 11 and the Congress Centre East. This represents a significant increase compared to the previous event. This is also reflected in the return of many major market leaders such as Joie, Nuna and Graco, ABC Design, Britax Römer, Hartan, Hauck, Cam il mondo, Delta Children, Lässig, Nuby, Paidi, Peg Perego, Roba Baumann, Rotho, Thule and Uppababy. The distinctive appeal of Kind + Jugend lies in its role as an important business platform not only for many small and medium-sized companies but also industry giants.

### International presence at the trade fair

The share of international exhibitors is considerable. The event boasts around 92 percent of exhibitors from abroad, while the overall participation of German manufacturers remains strong. Particularly notable is the strong representation of exhibitors from Turkey and Poland.

The international character of the trade fair extends to the visitors as well, with guests expected from over 100 countries. A look at the preregistrations shows that more than 60 percent of the visitors will be international. Overall, the trade fair once again expects to attract a high calibre of visitors: Traditionally, over 70 percent of visitors hold leadership positions and more than 90 percent are directly involved in making purchasing decisions, firmly establishing Kind + Jugend as the industry's foremost business platform.

### Innovative highlights on the Trend Forum stage.

Located in Hall 11.2, the Trend Forum offers trade fair visitors tremendous added



Kind + Jugend  
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kindundjugend.com

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value with a diverse stage programme. This includes practical presentations, exclusive insights and groundbreaking trends. Selected experts from the fields of market research, online marketing, social media and sustainability will share their insights into the key trends and developments of the coming months.

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The Immersive Shopping special exhibition area, once again brought to life through the collaboration of Koelnmesse and ARkid by FOKUS KIND Medien, highlights innovative technologies and features that can be used in B2C and B2B channels, providing an attractive digital platform for conveying product information and configurations.

#### **Presentation of the Innovation Award and new Midwives' Choice award**

The 120 applications from 25 countries received for the Kind + Jugend Innovation Award underscore the innovative power of the industry and commitment to driving forward current trends.

A total of 24 products have been nominated by the international expert jury. The trade fair will open with the award ceremony in Hall 11.2 on 7 September 2023, at 11 a.m. All of the nominated products will be exhibited at a special event in the same hall.

This year also marks the first-time presentation of the new Midwives' Choice award. A jury of midwives, in partnership with Hebammen-testen.de, will select the three most innovative products from all the submissions.

#### **International Start-up Area und young innovative companies from Germany**

The fully booked Start-up Area in Halls 10.1 and 10.2 will also be bursting with innovative spirit and ambition. Once again, 20 young companies will seize the opportunity to present their creative products and advance their business. The selected start-ups come from eleven countries. The largest representation will be from European companies, but entrepreneurs from South Korea, Israel and the US will also be in Cologne with their pioneering concepts.

#### **Navigation and information before and during the trade fair thanks to the app**

In addition to easy and well-structured access to exhibitor data and hall plans, the Kind + Jugend app also includes a useful networking feature. The digital ticket required for exhibitors, visitors and the press 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).

#### **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.

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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

**Note for editorial offices:**

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

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