

No. 1 / 2024, Cologne
#kindundjugend

Kind + Jugend 2024: Successful early bird phase and prospect for expanding the exhibition space



More than 60 percent of the exhibition space has already been booked following the early bird phase ++ Opening of another hall planned ++ Strong participation from Germany, the Netherlands and Turkey ++ Significant increase from the trade expected due to new sequence of days

Kind + Jugend
03.09. - 05.09.2024
www.kindundjugend.com

The leading international trade fair for baby and toddler outfitting draws a positive balance at the end of the early bird phase: more than 60 percent of the exhibition space of Kind + Jugend is already occupied as of January 2024. The trade fair takes place from Tuesday, 3 September to Thursday, 5 September on the Cologne fair grounds and will for the first time be shifted entirely to weekdays in the interests of the trade.

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Area expansion for an optimised trade fair experience and more networking

Although hall planning is just getting started, there are already indications that the exhibition space will be expanded by another hall due to the brisk demand. The trade fair experience is thus optimised for both the exhibitors and the trade visitors.

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In 2024, Kind + Jugend is focusing on creating more space and opportunity for networking revolving around relevant industry themes. Through targeted offerings in the event areas and the integration of separate areas into the open space, exhibitors are provided with the possibility to also enter into an exchange with customers and other exhibitors away from their own trade fair stands.

International interest of top brands and applications from returnees

The applications in the seven product categories or theme worlds of the trade fair have been balanced to date. The application statistics also once again demonstrate a positive response from exhibitors from Germany and other European countries. These include not only a majority of the top brands of the industry, but also returnees who most recently exhibited at Kind + Jugend 2019.

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

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

The following exhibitors have confirmed their participation in Kind + Jugend 2024:

ABC Design, Ags92, Anteprima, Apollo, Artsana/Chicco, Asepri, Avova, Axxid, b.box, Baby Brezza, Babyjem, Bellini, Arthur Berndt, Bo Jungle, Brandline Group/lionelo, Britax Römer, Cam il mondo, Cambrass, Cam Cam Copenhagen, Carrello, Casa Tomara, Cazitex, CBA Meubles, Elvie, Delta Children, Didis, Ezpz, Fehn, Flexa, Frida, Hamax, Hartan, Hauck, Anex (Ideo Group), Jollymex-Nattou, KAOS, Kika Group, Kiokids, Lässig, Leander, Little Dutch, Lodger, LTS Tekstil - Sevi, Maltex, Matchstick Monkey, Meekgroup, Mima Europe, Moni Trade, Moon, Mutsy, Muuvo, Nuna/Joie,

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

Nürnberg Gummi, Nuby, Odenwälder, OK Baby, Osann, Paidi, Peg Perego, Picci, reTyre, Roba, Rotho, Sassy, Skip Hop, smarTrike, Jollein-Smits Assen, Sterntaler, Team Tex, Tee-Zed, Tega, TFK, Thule, Träumeland, Tutti Bambini, UPPAbaby, Vipack, WF Intern, Xplorys/Dooky, Julius Zöllner.

Variety and innovative strength at Kind + Jugend

Kind + Jugend is the most important business, trend and networking platform of the international baby and toddler outfitting industry. Once each year, not only well-known brands but also up-and-coming start-ups present a varied offering of products and innovations for babies, toddlers and parents to the specialised trade. The selection extends from clothing through toys and furniture to products revolving around the transport and safety of young ones.

Outstanding new products will also once again be recognised in 2024 with the "Kind + Jugend Innovation Award". The cooperation with hebammen-testen.de from 2023 will be continued, and the three additional "Midwives' Choice" awards will also be presented for the second time.

Thanks to the positive response of the exhibitors and the increase in area, it is already becoming clear that Kind + Jugend 2024 is profiting from the dynamic of the previous event, in which around 1,000 exhibitors from 46 countries and around 15,000 trade visitors from 113 countries participated, and will thus continue the special success of Kind + Jugend 2019.

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.

The next events:

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

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/imagedatabase in the "Press" section. Press information is available at: www.kindundjugend.com/Pressinformation

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

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