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#kindundjugend

## Kind + Jugend 2024: Poised for success

In just one month, Kind + Jugend will be back in Cologne from 3 to 5 September 2024, bringing together the entire baby and toddler industry. At this year's event, nearly 1,000 companies from 45 countries, a larger exhibition space and new concepts promise to deliver an enhanced trade fair experience featuring a vast array of offerings.

Established brands, aspiring newcomers and hidden champions from around the world will present their latest and best-selling products for babies, toddlers and parents to the international retail trade across seven segments. The diverse range includes everything from clothing and toys to furniture and products for transporting and keeping little ones safe. The current [list of exhibitors](#) provides an overview of the participating companies.

“With just a few weeks to go before the fair, all signs are pointing towards a successful event,” says Jörg Schmale, Director of Kind + Jugend. “We are very pleased with the current roster of exhibitors and excited to welcome back top brands like Artsana/Chicco, Cybes, Done by Deer, Jané, Luvion and Puky. Their return underscores Kind + Jugend's position as the industry's premier business and networking platform. No other event offers such a comprehensive snapshot of the latest trends and innovations - all under one roof at the same time,” Schmale adds.

For the very first time, this year's trade fair will be held during the week, from Tuesday to Thursday. This change has been made to accommodate the needs of the retail trade. “I am eager to see how the new schedule will be received. We're excited about the inspiring connections and energy that this fair will bring back to the industry,” concludes Schmale.

In addition, the trade fair is involved in social projects. To mark Koelnmesse's 100th anniversary, 100 products will be donated in partnership with Diakonie Michaelshoven for their fairstore. This initiative allows the exhibitors to donate their products to charity at the end of the last trade fair day.

### Innovations in focus

Each year, the Innovation Award recognises outstanding new products across eight categories. The award is highly regarded among both industry professionals and consumers, often contributing to the success of the winning products in the market. This year, there were 116 entries from 22 countries. An international panel of independent experts will choose the finalists and announce the winners at a special award ceremony held at 11 a.m. on the first day of the trade fair in the Trend Forum. The additional Midwives' Choice award will also be presented again in partnership with [hebammen-testen.de](#). Three products nominated for the Innovation



Kind + Jugend  
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[www.kindundjugend.com](http://www.kindundjugend.com)

Your contact:  
Melanie Wolf  
Tel.  
+49 221 821-2486  
e-mail  
[M.Wolf@koelnmesse.de](mailto:M.Wolf@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](http://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

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

Award are eligible to receive this distinction based on properties and benefits that meet the requirements set by the jury of midwives.

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All of the award-winning as well as nominated products will be exhibited in a dedicated area during the trade fair. For the first time, it will also feature a photo gallery of the winning products from the Kind + Jugend ASEAN Innovation Award (Bangkok), and Pueri Trends Award from FIT 0/16 and Pueri Expo (São Paulo). The exhibition will give trade visitors an overview of the best innovations in the baby and toddler industry across three continents.

### **The Trend Forum - inspiring special events and in-depth expertise**

Exhibitors and trade visitors can look forward to cutting-edge topics, comprehensive knowledge and extensive industry experience in the Trend Forum. It provides a platform for knowledge exchange on current issues and challenges facing both industry and the retail trade. Renowned speakers will talk about critical trends and developments in the industry, alongside engaging panel discussions on key topics such as sustainability, social media and marketing strategies.

Among the highlights of the three-day trade fair are one-on-one consultations with TrendBible experts, talks by Karin Wahl on window display and product presentation, and special sessions by hebammen-testen.de. The full event programme can be found on the [trade fair website](#).

This year's trade fair will introduce new dedicated areas designed to spark fresh inspiration among retailers. One highlight is the Novelties Trail, which showcases products launched within the past year not seen at the last Kind + Jugend, providing a compact overview of the most promising newcomers in the industry. Another is the networking area, which provides more space and opportunities for personal exchange and conducting business.

### **From young visionaries to established players**

Kind + Jugend welcomes both well-known brands and promising newcomers with innovative ideas. The Young Innovators area presents many German companies that have entered the market only within the last ten years. Supported by the namesake programme of the Federal Ministry for Economic Affairs and Climate Action (BMWK), these companies have the opportunity to present their offerings and groundbreaking ideas to an international trade audience at Kind + Jugend. The start-up area showcases young companies from around the world with great potential that are still in the early stages of development. Both of the dedicated exhibition areas were fully booked months ahead of the trade fair.

The diverse mix of global market leaders and innovative newcomers transforms Kind + Jugend into a hub of inspiration offering fascinating insights into the future of the industry.

**Tickets for Kind + Jugend 2024 are available in the [ticket shop](#).**

### **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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**The next events:**

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

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo April 2025

Kind + Jugend ASEAN - The Premier Trade Show for Baby & Kids Products in ASEAN, Bangkok 12.06. - 14.06.2025

**Note for editorial offices:**

Kind + Jugend photos are available in our [image database](#). Press information can be found [here](#). If you reprint this document, please send us a sample copy.

You can find more information about the Kind + Jugend at [www.kindundjugend.com](http://www.kindundjugend.com), on [LinkedIn](#), [Instagram](#) and [Facebook](#).

**Your contact:**

Melanie Wolf

Public and Media Relations Manager

Koelnmesse GmbH

Messeplatz 1

50679 Cologne

Germany

Tel +49 221 821-2486

[m.wolf@koelnmesse.de](mailto:m.wolf@koelnmesse.de)

[www.koelnmesse.com](http://www.koelnmesse.com)