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#kindundjugend

Kind + Jugend demonstrates commitment to sustainability and social responsibility



Donation campaign in partnership with Diakonie Michaelshoven

In celebration of Koelnmesse's 100th anniversary, Kind + Jugend launched a donation campaign together with Diakonie Michaelshoven. Following this year's trade fair, exhibitors donated over 100 products to Diakonie Michaelshoven, marking the beginning of a long-term collaboration aimed at strengthening social projects in the region while promoting the conscious use of resources.

"We are particularly proud to support the important work that Diakonie Michaelshoven is doing through our donation initiative. This partnership represents a significant milestone for us, creating a direct and positive impact in our region. Our heartfelt gratitude goes to all the exhibitors who contributed their products for this cause," said Jörg Schmale, Director of Kind + Jugend.

The donated items serve two purposes. Some of the products are sold at affordable prices in Cologne's Südstadt fairstore. These stores provide a sustainable shopping experience, while also creating employment opportunities for individuals facing challenges in the regular job market. All proceeds will go towards supporting Diakonie Michaelshoven projects to help disadvantaged people. The remaining donations are distributed directly to families and individuals in need who receive support from Diakonie, whether in care facilities or as outpatients.

"We are very grateful to Koelnmesse and Kind + Jugend for their support of this initiative. Every purchase and donation at our fairstores helps keep the project going and gives many people a chance to turn their lives around," says Judith Seuser from Diakonie Michaelshoven's einfach helfen Foundation.

Further information can be found [on the trade fair website](#).

About Diakonie Michaelshoven

Operating since 1950, Diakonie Michaelshoven serves the Cologne region through 200+ facilities, employing over 3,000 staff and 650 volunteers. Their comprehensive services include childcare, youth support, assistance for people with disabilities, senior care, and aid for individuals facing crises or seeking employment and training opportunities. Diakonie's mission is to empower individuals to live independently and reintegrate into the workforce.

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

Kind + Jugend
09.09. - 11.09.2025
www.kindundjugend.com

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Cologne
District Court Cologne, HRB 952

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
27.04. - 29.04.2025

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

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 09.09. - 11.09.2025

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, on [LinkedIn](#), [Instagram](#) and [Facebook](#).

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