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#kindundjugend

Kind + Jugend 2025 well on track: Innovation Award, new services, strong international presence



Applications now open for prestigious industry award +++ New stand construction packages make planning and participation easier +++ Exhibitors from over 40 countries already confirmed

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

Preparations for Kind + Jugend 2025, taking place from 9 to 11 September, are showing excellent progress with over 70 percent of the exhibition space already booked. Companies from more than 40 countries, including Germany, numerous European markets, the US, Australia and the UK, have confirmed their participation. Several exhibitors who last participated in 2019 are also returning. As the world's leading trade fair for the industry, Kind + Jugend provides the perfect platform for building international business connections, engaging in personal exchange and experiencing firsthand presentations of trends and innovations.

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An integral feature of the trade fair is the Kind + Jugend Innovation Award, which has already begun accepting entries. Exhibitors can submit their innovations [through the trade fair's](#) official website until 21 June.

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The award is considered one of the most important in the international baby and toddler industry. Highly esteemed by professionals and retailers, it is recognised as a reliable indicator of pioneering product developments. The award is presented in eight categories, including Moving & Travelling, Furniture & Facility, Home Textiles & Decoration, Maternity & Kids Fashion, Toys & Education, Safety & Monitoring, Mom & Kids Care and Sustainability & Nature. The evaluation is carried out by an independent international panel of experts. In addition to the main categories, a special Midwives' Choice award is granted by a jury of midwives in partnership with hebammen-testen.de. The festive award ceremony will be held for the first time on the opening day of the trade fair in the Europasaal at Koelnmesse.

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

As part of its ongoing improvements, Kind + Jugend has expanded its stand construction services to address the different requirements of exhibitors. These modular all-in-one solutions provide an efficient, cost-effective alternative to custom stand designs, making them perfect for first-time exhibitors, those needing extra display space or companies joining at the last minute. An overview of the stand construction packages can be found [on the trade fair website](#).

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

New to the portfolio is the From M&O to K&J Design Package tailored to exhibitors coming from Maison et Objet who want a seamless setup experience at Kind + Jugend in Cologne. Additional options include the Creative Package, ideal for hands-on or creative collections, and the EASY Entry Package, which was successfully

Headquarters and place of jurisdiction:
Cologne
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introduced in 2024. Newcomers will find exhibition sections with a proven track record in the Start-up Area and Young Innovators programme, which is supported by the Federal Ministry for Economic Affairs. Already registered exhibitors can also participate in the New Product Trail (formerly the Novelties Trail) - a special format designed to give new products targeted visibility.

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One thing is already clear - Kind + Jugend 2025 will once again be the meeting point for an international industry driven by innovation, quality and personal connections.

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
27.04. - 29.04.2025

Kind + Jugend ASEAN - The Premier Trade Show for Maternity, 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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