



Preparations for a successful Kind + Jugend from 14 to 17 September 2017 in Cologne are running at full speed, and the leading international trade fair for baby and children's outfitting is really picking up speed. Four months before the event, around 1,000 exhibitors from

more than 50 countries have already confirmed their participation in the trade fair. Virtually all of the renowned manufacturers and brands have applied to participate. Around 85 percent of the confirmations are from foreign companies. In addition to the comprehensive industry offerings, the target group-specific event program, the so-called Support Circle, is considered to be one of the key factors of the trade fair's success.

In past years, the traditional trade fair Kind + Jugend has been able to continuously expand its position as the world's leading trade fair of the baby and children's outfitting industry. Exhibitors from the industry of many years, including the following key players, contribute to this: ABC Design, aden & anai, Alvi, Angelcare, Artsana-Chicco, Baby Björn, Babymoov, bibi-Lamprecht, Bebecar, Brevi, Britax Römer, Cam il mondo, Combi, Concord, Cybex, Delta Children, Diono,



Dorel, Doudou et Compagnie, ergobaby, Easywalker, Foppa Pedretti, Gautier, Geuther, Hauck, Hartan, HTS, iCandy, Infantino, Jané, Joie/Nuna, Joolz, Kaloo, Kiddy, KidsII, Kidsmill, Lässig, Lodger, Mayborn – Jackel, Medela, Munchkin, Mutsy, Nattou, Newell, Noukies, Novatex, Nuby, Nürnberg Gummi, Odenwälder, Paidi, Peg Perego, Philips Avent, Pinolino, Playgro, reer, Reisenthel, roba-Baumann, rotho, Schardt, Sauthon, sigikid, Silver Cross, Sterntaler, Suavinex, Takata, Tobi, Uppababy, Vulli, Wickelkind – manduca and Julius Zöllner. Kind + Jugend also has renowned exhibitors or returnees in all segments, like Blue Seven – H. Obermeyer, David Fussenegger, Didis, Koelstra, lief! Lifestyle, nobodinoz, Teddy-Hermann, Tiriciclo and VTech.





In addition to the high-class product show, the leading international trade fair once again offers an interesting event and supporting programme with many awards for all exhibiting companies, from start-ups and young designers to established, globally active brand manufacturers.

The successful and proven concept of the "Support Circle" is thereby oriented to the typical development and distribution chain of a product. A convincing concept and a prototype is always at the start of a product development process. Kind + Jugend presents the best prototypes with the nominees of the KIDS DESIGN AWARD. Further information can be found here:

<http://www.kindundjugend.com/kindundjugend/Trade-Fair/Events/Kids-Design-Award/index.php>

The DESIGN PARC presents extraordinary objects, furniture and toys that are already ready for the market, and thus offers a good possibility for traders to distinguish their assortment from those of competitors. The newly created #DESIGNINFOCUS design hotspot in hall 11.1 rounds off the offering in this segment.

The Kind + Jugend Innovation Award is a permanent fixture in the industry and is viewed as an important marketing and sales argument in the trade. The award is seen as a springboard for establishing oneself on the market with a product. The award is traditionally conferred in eight categories at the start of Kind + Jugend on the first day of the fair. Further information:

<http://www.kindundjugend.com/kindundjugend/Trade-Fair/Events/Innovation-Award/index.php> or <http://news.kindundjugend.de/2017/02/kind-jugend-fragt-nach-ein-interview-mit-whisbear/>





A real drawing card is the Consumer Award, which was established in 2014, with which Kind + Jugend addresses the wish of visitors to also be presented with the favourite products and best sellers of the consumers that are already well-established on the market in addition to the brand-new product innovations. This year the following partner magazines and portals provided support with the surveying of consumers: Germany participated with 1st Steps, the Netherlands with Baby Stuf, Austria with NEW MOM, Poland with Branza Dziecieca, Russia with Rodi, France with Parole de Mammans, Turkey with Baby & Kids Store and the UK with Mother & Baby.

Kind + Jugend supports startups and smaller companies in the form of country pavilions. This year there will be group stands from Australia, the UK, France, South Korea, Latvia, Singapore, Spain, Taiwan and the USA. Twenty young German companies will also present themselves in the special area of the Young Innovative Companies, which is sponsored by the Federal Ministry for Economic Affairs and Energy (BMWi).

The Kind + Jugend Trend Forum also offers valuable pro tips and best practices for everyday application in the form of lectures, discussion groups and workshops. High-quality speakers will pick up on the trend themes of the industry and acknowledged experts will present information and strategies that are tailored to meet the needs of the trade and which are practice-oriented, as well as offering the trade visitor added value. The benefits of visiting the trade fair are thus double.

Online admission tickets are available under the following link:

<http://www.kindundjugend.com/kindundjugend/For-Visitors/Admission-ticket/index.php>



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