

TEXTINATION NEWSLINE

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## KIND + JUGEND COMPLETELY BOOKED



- The best products on 100,000 square metres of exhibition space
- Successful 'Support Circle' concept with offers for all market participants is being continued
- New opening hours on the last day of the trade fair:  
Kind + Jugend will this year already close at 4:00 p.m. on Sunday

Kind + Jugend enjoys unabated popularity: the year's most important business platform for the international baby and children's outfitting industry opens its doors in Cologne from 15 to 18 September 2016. The 100,000 square metres of exhibition space in halls 10 and 11 of Koelnmesse are already completely booked, three months prior to the start of the fair. Around 1,200 companies from more than 50 countries will present their new products and continuing product developments in the segments of children's furniture, safety seats, textile outfitting, prams and hygiene items. Trade visitors from around the world can look forward to industry products of the highest quality. With its 'Support Circle' concept, Kind + Jugend also offers support and information for all target groups of the trade fair.



In terms of the quality of the offering, Kind + Jugend is the measure of all things in international comparison: nowhere else will industry pros find a similarly high number of the most important and high quality manufacturers of baby and toddler products. In 2016, a number of renowned companies from around the world are once again represented with their brands, for example: Alvi, Angelcare, Artsana - Chicco, Britax Römer, Cybex/GB, Done by Deer, Dorel, Doudou et Compagnie, ergobaby, Geuther, Hape, Hartan, Hauck, iCandy, Joolz, kiddy, Käthe Kruse, Mayborn - Tommee Tippee, Micuna, Mutsy, Nuby, Osann, Paidi, Peg Perego, Philips Avent, Pinolino, Recaro, Roba, Roto, Silver Cross or Julius Zöllner.



Among others, Kind + Jugend this year welcomes Sigikid (Germany), Easywalker (Netherlands), Mima (Spain), 3 sprouts (Canada) or Little Unicorn (USA) as new or return exhibitors.

### **Supporting programme provides support for industry pros**

In addition to the high-class product show, Kind + Jugend, with its so-called 'Support Circle', offers promotional and information offerings for all target groups of the trade fair, from startups and young designers to established, globally active brand manufacturers.

The information and promotional offering is 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. The best design will be distinguished on the first day of the trade fair. Furthermore, sponsorships between young designers and industry representative also have an appealing effect. The entry deadline for this year's KIDS DESIGN AWARD is 24 June 2016. Further information can be found here: <http://www.kindundjugend.de/kindundjugend/Die-Messe/Events-Veranstaltungen/Kids-Design-Award/index.php>

The DESIGN PARC presents exceptional objects, furniture and toys that are already ready for the market, and thus offer a good possibility for traders to distinguish their assortment from those of competitors.

Kind + Jugend supports startups and smaller companies in the form of discounted participation fees in country pavilions - this year from twelve countries. Poland and Turkey are represented with group stands for the first time in 2016. Twenty young German companies will 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 Innovation Award has established itself as a permanent fixture in the industry





and is viewed as an important marketing and sales argument in commerce. The award is traditionally conferred in eight categories at the start of Kind + Jugend on the first day of the fair. Established companies have the opportunity here to submit new and further developments and win one of the coveted winner's or nominee's seals. The entry deadline for the Innovation Award is 14 July 2016.



The Consumer Award introduced in 2014 proved to be very informative for buyers and traders. Parents are asked to vote for their favourite products in advance of the trade fair. Those with the best ranking are awarded the Consumer Award. This year the Consumer Award will be awarded in seven countries: in Germany, France, Poland, Austria, the Netherlands, Russia and Turkey. All results are presented at the trade fair and provide the buyers and specialised dealers with valuable information on possible expansions of their line-ups or for entering the market in new countries.

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. International experts inform themselves and advise visitors, for example, about the typical buying behaviour of young parents or provide suggestions for idea and innovation management within one's own company.



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