

THE EVENT PROGRAMME FOR KIND + JUGEND 2018

PRESTIGIOUS AWARDS, SPECIAL EVENTS, TREND FORUM, NETWORKING PLATFORMS



Kind + Jugend, the leading international trade fair for high-quality baby and toddler products, will once again bring together around 1,200 providers from approximately 50 countries with over 22,000 trade visitors from all over the world. As usual, the spotlight will be on new

products and further developments, which the innovative industry regularly presents at the trade fair. Kind + Jugend is bundling its event programme under the heading "Support Circle" in order to systematically document this outstanding pace of innovation within the industry and provide trade visitors with quick access to the most important information. Interesting events and special shows aimed at the needs of the industry offer comprehensive information in a pleasant atmosphere.



Awards

New products and further developments are important market drivers in the innovative baby and children's sector. Kind + Jugend is an excellent marketing platform for companies that want to distinguish themselves with innovations at every phase of their market participation. A key instrument

are the award presentations at the trade fair, which are accompanied by attractive special events.

The KIDS DESIGN AWARD honours outstanding concepts and designs in the area of products and furniture for babies and children. This year, a top-class jury has once again selected the most inventive and trendsetting prototypes from a large number of applications. The ten nominated designs show how creative and visionary the industry thinks. The winner will be announced on the Trend Forum stage on the first day of the trade fair on 20 September 2018, at 1 pm. The related special event can be seen in Hall 11.1.



The Innovation Award has been highly regarded within the industry since its inception in 2005. It honours outstanding new developments that are expected to come on the market in the coming season. This year, the international jury has selected the award recipients from almost 200 applications, which is a new record. Prizes will be awarded in eight categories on the Trend Forum stage on the first day of the trade fair on 20 September 2018 at 10 am. The accompanying special event in Hall 11.1 will present all of the award recipients as well as the nominated products.



The Kind + Jugend Consumer Award opens the floor to consumers. Since 2014, international partner magazines and portals have been asking parents about their favourite products. This practical insight into the current requirements of parents and children established itself quickly at Kind + Jugend as a significant indicator of the industry. The surveys are carried out in eight different countries and in various categories, ranging from accessories and safety seats to baby carriages and furniture. The special event with the winners of the Consumer Award takes place in Hall 10.1.

Special events

Besides the special events for the awards, two other presentations show which topics and creative approaches are having an impact on the industry.

The Connected Kidsroom deals with the topic of digitalisation. The event, which was shown for the first time last year, presents ideas and technologies that can be used in baby and children's rooms for greater safety and well-being. As in the previous year, an equally interesting and inspiring presentation also lies ahead for 2018 and will take place in Hall 11.2.

The special DESIGN PARC event will also be stimulating. The Design Parc exhibition features

objects, furniture and toys with an extraordinary design and which have already reached market maturity. Eleven different products, including accessories, toys and children's furniture, will be sure to also delight visitors at Kind + Jugend this year with their innovative design.



Trend Forum

Which products will be important for parents and children in the future? Which trends will be reflected in children's rooms? Which colours and materials will provide inspiration? The Trend Forum prepares these and other topics that are relevant for the market in keynote speeches. Renowned experts report from practical experience and take a look into the future. Questions about marketing, brand management and licensing are also on the agenda. The experts on stage include trend researchers from GfK, Trendbible and The Insights People. The German Association of Children's Equipment Manufacturers (BDKH) will also provide information about an important topic: the effects of the general data protection regulation. In addition, exhibitors have booked information slots for product presentations.



All presentations will be held in English and are interesting for both exhibitors and trade visitors alike. The Trend Forum is in Hall 11.1.

Source: Koelnmesse GmbH