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ANNIVERSARY

**CBME Helps You Seize the
Opportunity of the Booming Child,
Baby and Maternity Market**

320,398 sqm 3,600 exhibitors* 4,900 brands* 110,000* visitors*

**The 20th Shanghai International
Children Baby and Maternity Products
Industry Expo**

4-6 October 2020 NECC (Shanghai)

Co-located Events: CBME Toy CBME Children's Wear CBME Food & Health Licensing Expo China

Official Media



孕婴童微报

妈妈圈微报

Growing Industry with Sustainability

China Has a Large Population of Newborns and a Steady Growth in Consumption

15.23 million



In 2018, the number of newborn babies in China reached 15.23 million, which is equivalent to the total number of newborn babies in Indonesia, Brazil, Mexico and Russia added together.

6.3% ↑



China's GDP growth reached 6.3% in the first half of 2019, which is much higher than European and American countries

88% ↑



In 2018, young moms' spending enjoyed a 88% year-on-year growth. Especially among young moms under the age of 30, the spending reached a growth of 107%⁽¹⁾

The change in child, baby & maternity products consumer group leads to more diversified products categories and distribution channels⁽²⁾

1:1.5



Tier 1&2 cities vs Tier 3&4 cities
Number of infants aged 0-3

83million



The post-90s generation reached the prime age

51%



Second child in the family

83% of brands develop both online and offline channels, 82% of brands plan to increase the investment in child, baby and maternity industry⁽³⁾

83%



83% of the brands develop both online and offline channels

82%



82% of the brands want to increase the investment in child, baby and maternity industry

Future



Future: the channels will be more diversified, the offline channels tend to be more centralized and the online channels more dispersed

The baby & maternity products stores and the E-commerce platforms are still the major channels. while the WeChat channel will be favored for its efficiency.

Source:

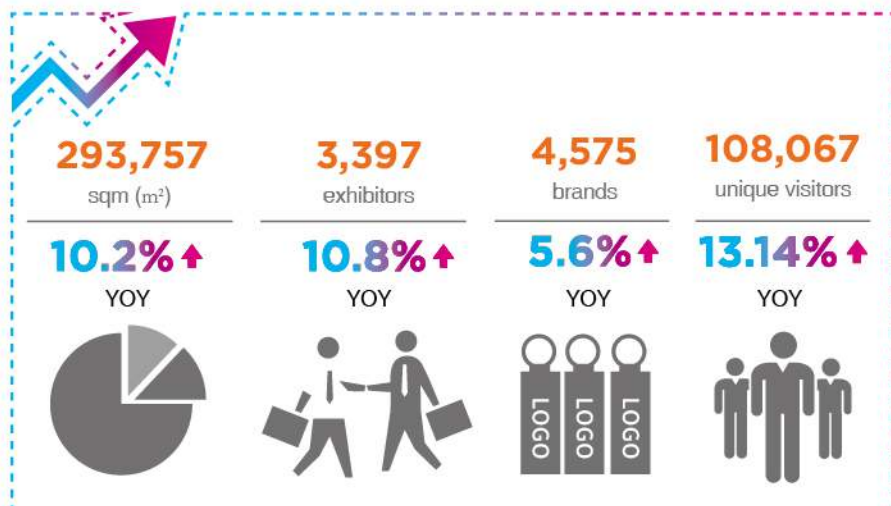
(1) "Consumer Report of Young Mothers" by JD Daojia;

(2) Kantar consumer report for national mother & baby group, July 2017, June 2019 infant health food, 2019Q1;

(3) CBME China Baby Products Industry Report 2019

The Booming CBME China Expo

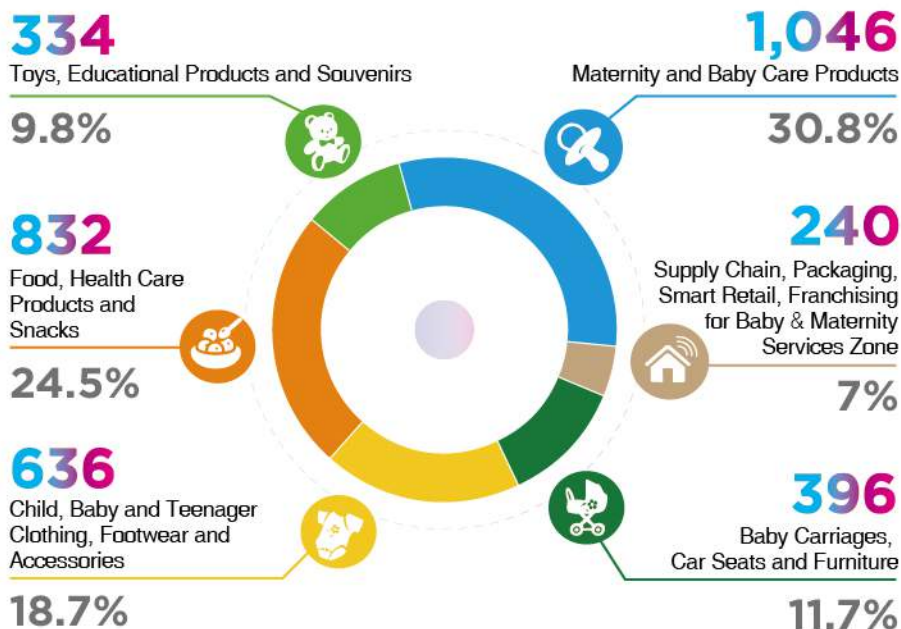
CBME China 2019 Set New Records



*YOY (year-on-year growth)

Gathering Global Famous Brands at CBME China 2019

Exhibitors in Categories



The data marked the proportion of exhibitors in each category in 2019

Exhibitors in Specialized Zones



Renowned Brands Gathered in CBME China 2019



Partial list of brands exhibited in CBME China 2019, listed in alphabetic order

CBME Gathered Global Brands to Meet Diversified Demands



Exhibitor Testimonials



Asia Ying's Baby World Limited COO Wu Wenbin

CBME provided us with the opportunity of connecting more than 100,000 people. Their experience and feedback are very important to our brand.

Being mate Baby & Child Food Co. Ltd CEO Bao Xiufei

The visitors from all over the world were very interested in the products we exhibited at CBME this year. We have registered nearly 1,000 potential clients from the show.



Hape International Vice President Qiu Yingying

We have a better understanding of our consumers' demand through CBME. Our clients groups are more flattened and our channels more diversified.

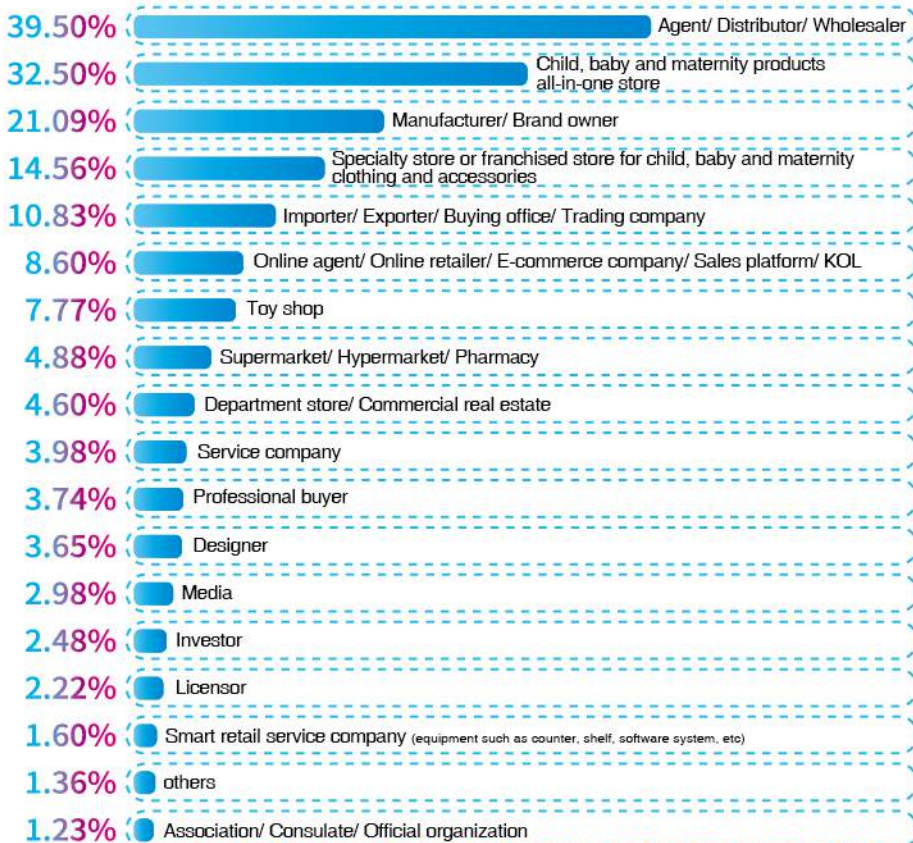
Tcoai Trading(Shanghai) Co.,Ltd General Manager Renlei

We received 2 potential cooperative opportunities from British baby and maternity brands and successfully signed the contracts at the exhibition this year. In the meantime, we had 200+ new potential clients.



108,067 Professional Buyers from the World

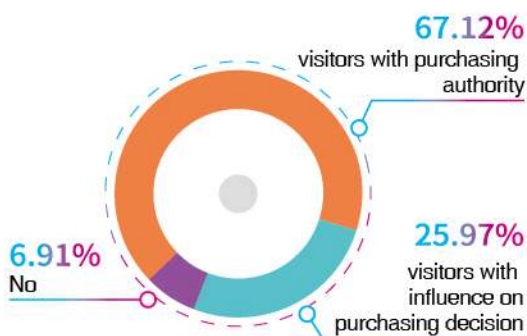
Business nature of visitors



Purpose of visit

- 01 Look for new suppliers/ products
- 02 Collect market information
- 03 Maintain relationship with suppliers
- 04 Evaluate the exhibition and consider future exhibiting
- 05 Look for franchising program
- 06 Seek investment opportunities
- 07 Seek franchisers/ Agencies

93.09% visitors with decision making authority



Gathering Quality Buyers from Various Channels

Retailers, High-end Boutique



E-commerce Companies, Marketing Platforms



Gathering Quality Buyers from Various Channels

Distributors



Supermarkets/ Hypermarkets, Department Stores and Commercial Real Estate



Overseas Buyers



Overseas Delegation Groups



Domestic Delegation Groups

- ▶ Chengdu Dacheng Market Operation Management Co., Ltd
- ▶ Wuhan Meiqi Commercial Management Co., Ltd
- ▶ Hunan Gaoqiao Large Market
- ▶ Zhuzhou Yingu Garments and Accessories Plaza Co., Ltd
- ▶ Zhenzhou Shimao Shopping Mall
- ▶ Anhui Jiulongzhu Children Market
- ▶ Hangzhou Kunlong Kids' Wear Market
- ▶ Anhui Baima Garments Market
- ▶ Shanxi Province Association of Industry and Commerce Child Baby and Maternity Industry Chamber of Commerce
- ▶ Wutinglong International Toys and Gifts Market
- ▶ Changshu Garments City Group Garments Center
- ▶ Nanjing Xingqiao Lingerie (Baby and Maternity) Shopping Center
- ▶ Henan Association of Industry and Commerce of Child Baby and Maternity Industry
- ▶ Mainland China Commercial Village Toys Market
- ▶ Chenghai Comics Technology Toys Market
- ▶ Linyi Small Commodities Market
- ▶ Linyi Commercial Toys Chamber of Commerce
- ▶ Yongxing Baby Carriage Market
- ▶ Fashionable Moms Visiting Group
- ▶ Laura & Laurice Hot Moms Visiting Group

Visitor Testimonials



Infore Maternity and Infant, Baby Bear General Manager Yan Bingwei

CBME objectively and creatively organized the exhibition and summit with the concern of the benign development of the industry as always. The regulations is clear and the service is good.

JD Retail Consumer Goods Department Baby and Maternity Products Purchasing and Sales General Manager Jiang Longwu

As a long-term partner of CBME, JD had a further cooperation with CBME at the 19th exhibition.



Dangdang Child, Baby and Maternity Director Kang Yan

I participated the CBME Private Buyer Meeting for the first time. It was highly effective. I spoken to 65 potential clients.

OLE Supermarket National Products Director Wu Jie

We expanded our products structure through CBME China. This is essential to the planning of our future products and supply chain.



Wonderful Activities to Promote Industry Expansion

2019 Events Highlights

CBME Industry Seminar (CBMS)

As an iconic platform in baby and maternity industry in China, CBME Industry Seminar had **1 Main Seminar, 6 Theme Seminars** and **49 Events** and **Parallel Meetings** and attracted more than **20,000 industrial leaders**.



CBME Retailers Alumni

Connect you with top national and regional retail stores owners and management from child, baby and maternity products industry. We help you build in-depth communication and bonding with you target group and find more business opportunities.



scan for registration



The 14th Fashion Baby Best Baby Products Store Sales Person Contest

With the coverage of **100,000+** sales person, the contest optimized the professional knowledge of the sales team and improve the store image.



CBME World Debut

CBME World Debut provides a platform for the brands to showcase their new products. The "World Debut" provides the opportunity for the quality new products to be presented and for the buyers to get the latest trend in the world more efficiently. In the meantime, it encourages the companies in child, baby and maternity products industry to be more innovative and create more high quality products. Over **120** products were presented at CBME World Debut in 2019.

CBME AWARDS

CBME AWARDS aims to encourage the innovative brands, agencies, retailers and other industrial personnel with remarkable contribution. The awards are voted by renowned experts, industry leaders, media and consumers.



Innovative Products Awards/ Most Attractive Product Awards

The Innovative Products Awards displays and annually selects the excellent functional innovation products in the child, baby and maternity products industry and encourages independent innovative enterprises, while allowing the industry to be the first one to grasp the latest product trends.

The Most Attractive Product of the Year Award features excellent product design innovation in the child, baby and maternity products industry, encouraging maternal and child care product companies to continuously produce products which offer high value to the market.



Kids Fashion Design Contest

With the theme of "The establishment of Jiangnan" and focused on the art and intangible cultural heritages works and collection elements in the Yangze River Delta Region, the contest promoted the combination of cultural resources and modern manufacture and life. A total number of **1,097** works from the designers were taken part in the competition.



2019 Events Highlights

CBME Retailer Regional Summit

Over 2,000 industrial professionals participated in the summit in the first half of 2019. CBME Retailer Regional Summit covers the retail management of 800+ key person in every region and helps the retailers solve practical problems in daily operation and improve sales performance.



scan for registration



CBME World Connecting Meetings Australia and New Zealand Visiting Delegation

With the purpose of "Bringing In and Going Out", CBME joined with New Zealand Trade and Enterprise, Austrade, Australia NSW Government and local industrial companies, invites Chinese entrepreneurs from child, baby and maternity industry to Australia and New Zealand for communication and studying.

CBME Autumn Industry Summit

CBME Autumn Industry Summit is a platform for entrepreneurs from child, baby and maternity industry and other elites to share their ideas. It is also a driving force behind the development of the industry.



CBME Japan Retail Market Visiting and Connecting Business Trip

「2019 CBME Japan Retail Market Visiting and Connecting Business Trip」 will take the participants to Tokyo and visit the prestigious universities, have face-to-face talks with top executives from renowned brands, get the chance to know the successful factors behind the Japanese retail and have in-depth discussion on the topic of how to maintain the sustainable growth for offline stores.



CBME Offline Categories Match Making Meetings

CBME Offline Categories Match Making Meetings aims to promote the one-to-one talking for brands, channel distributors and key clients in the industry. With the format of "single day in-hotel mini fair", this program will help the participants explore new business opportunities and development. In 2019, CBME successfully held 2,258 match making meetings.



scan for registration



CBME Maternity and Baby Carnival

Organized by Fashion Baby Integrated Media, the 3rd CBME Maternity and Baby Carnival was upgraded and set the "great products recommend officer" for the first time. "Fighting! Mum" Series Short Video program also participated alongside with Taobao and JD for a better exposure of the hot products.

Topic read: 110 million+ Live view: 50 million+ Online GMV: 20 million+



Performance + Interaction + Promotion: Online and Offline Events by Fashion Baby Integrated Media

From September 2019, theme events such as "Taste Chinese Style while Discuss Parenting-Chinese Style Theme Parents-child Carnival", "Fabulous Mom Salon", "Baby and Maternity Products Guide" will be launched. The new "E-commerce Contents Promotion Integrated Services" will help you with the innovative promotion strategy.

2019 CBME China Enjoyed Positive and Enormous Media Exposure

CBME Media Exposure



Media exposure at mobile news platforms such as Toutiao and QQ news

20,000,000+



Douyin exposure

20,900,000+



WeChat Moments exposure

380,000+

New Media

CBME Official WeChat **230,000+** followers

Douyin Official account **24,000+** view

Official Weibo read in the month of exhibition **110,000+**

Weibao live broadcast data

Industry Summit and "Visit the Show with Celebrities"

2 live broadcast **700,000+**

Photo live broadcast view
203,000+

Live

CBME Maternity and Baby

Carnival live **50 million+**

Online GMV **20 million+**

3,000+ prestigious comprehensive media/ economic media/ industry media

420,000+ media exposure, help you find more quality buyers

Covers 10 million+ people

Advertisements at Shanghai Hongqiao Airport, Shanghai Pudong Airport, Shanghai Hongqiao Station, NECC metro station, industrial centers, etc.

Prestigious Media

Join CBME China 2020 Seize the Opportunity of the Booming Market

Date: 4-6 October 2020 Venue: NECC (Shanghai)

Estimated exhibition scale



New Hall Plan



More Specialized Zones



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-  Fun Learning Zone
-  Fabulous Mom Zone
-  Cool Kids Fashion Shanghai
-  Outdoor Cycling and Entertainment
-  Smart Home Zone
-  Franchising for Baby & Maternity Services Zone
-  Smart Retail Zone
-  Natural Products Zone
-  Supply Chain Zone NEW
-  Diapering Zone NEW
-  Fashion & Boutique Furniture Zone NEW
-  Home Health & Safety Zone NEW

8.1H
Packaging, Printing and Product Design 

8.1H 7.2H
Raw Materials, Fabric & Textiles, OEM/ODM

20th Anniversary, Better Services



scan for booth booking

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Your Gateway to Key Sourcing Hubs for Child, Baby and Maternity Products



Sep. 2-4, 2020
Mumbai, India



Oct. 4-6, 2020
Shanghai, China



Jan. 6-9, 2021
Istanbul, Turkey



2021
Jakarta, Indonesia

