

## CBME China 2016 Draws 85,111 Visitors in Three Days at New Venue

(Shanghai, China, 4th Aug, 2016) The 16th Shanghai International Children Baby and Maternity Products Industry Expo (CBME China 2016) closed its three-day run at the National Exhibition and Convention Center (Shanghai) on 22 July, 2016 with 85,111 trade buyers in attendance. 2,366 suppliers (+10.2% YOY) representing 3,673 brands (+29.5% YOY) showcased their latest products in 223,305 square meters of exhibition space (+8.9% YOY). 32% were from overseas brands.

A number of brands in attendance included: Angel's Face, Babience Baby Coccole, Babyauto, Baby's Only Organic, Babystyle, Bellamy, Besafe, Brevi, Cocolico, Daiichi, Desigual, Dwinguler, Fedora, Goongsecret, iCandy, Jette, Joovy, Kiddy, Little Freddie, Mayoral, Munchkin, Nactalia, Nature's Way, Plantoys, Skip Hop, Trunki, Tuc Tu and more.

Some of the highlights of this year's fair included:

- At the **CBME AWARDS Gallery**, visitors had the chance to cast their votes for the following: "Top Brand Awards", "Innovative Products Awards" and "Top Retailer Awards". At the same time, CBME China recognized the key players of the industry with the "Lifetime Achievement Award", "10/20 Year Industry Service Awards" and "Entrepreneur of the Year".
- The "Growth Pram" submitted by Xiang WANG; Xuelei ZHAO of Institute of Industrial Design of Nanjing University of the Arts nabbed the top prize at the first ever **CBME Product Design Contest Awards**. Other winners included: Silver Award: Tboard by Chen ZHENG; Bronze Award: Ice Home by Jianhui LUO; Best Business Potential Award: AiSleep Cervical Vertebra Care Pillow by Lingqin LI; Hang JIANG; Best Social Value Award: C&P Swing from Chengcheng GU and Hui YANG. A business matching program was launched to help match the young inventors with potential partners to bring their works from the drawing board to production.
- **Licensing Zone** at CBME China 2016 has been enhanced and expanded with over 50 well-known licensors in attendance including Balala the Fairies, Boonie Bears, Crazy Candies, Datou The Son, Doby and Disy, GG BOND, Happy Toon, Octonauts, Peter Rabbit, Pleasant Goat and Big Big Wolf, Super Wings, Thomas&Friends/Fisher Price and more brands. In 2017, licensing will be held as an independent fair.
- The third edition of **Cool Kids Fashion Shanghai** showcased the latest collection from more than 70 international kids fashion brands from 18 countries and regions. Visitors could spot the latest fashion trends through the fair's activities which included Kids Fashion Design Contest, Kids Fashion Design Gallery, Trend Forums, Kids Fashion Shows and more.
- Top kids fashion brands from Spain took center stage in a special fashion show to present the latest collection to the region. Paola Davinci also launched their latest collection at the fair. While another fashion show featured Angle's Face (UK), Babybol (Spain), Blaa (Finland), MAYA (USA), PennyScallan (Australia) and Teddy Doctor (China) taking over the fashion runway bringing their collections to life.
- "Attitude of Dreamer" by Bowen Zheng from Jiangxi Institute of Fashion Technology, was granted the Gold Award for the **Kids Fashion Design Contest**.



- Over a 100 **business matching** sessions were scheduled via **CBME China's Private Buyer Meetings** for China and overseas key buyers from department stores/ supermarket, retailers, e-commerce companies and more. More business deals and partners were made in the event's three-day run.
- Over 2,000 attended **CBME China industry seminars and summits**. Topics included China baby products market industry trends, How to boost retail sales, Enhancing customer experience in retail stores, Trend report for 2017-18 kids wear by WGSN, Basics of licensing and more.
- Exhibitors and visitors joined hands with CBME China as they purchased baby products at a discount at designated sales counters. Proceeds of sale will be used to support underprivileged children in China. 45 companies has donated products to help drive **CBME China Charity Program 2016**.

CBME China 2017 will be held on the 19-21 of July 2017 at the National Exhibition and Convention Center (Shanghai). CBME China is a professional industry exhibition that upholds the highest quality standards. It only features certified products and also adheres to intellectual property guidelines and laws. For more information on the event, highlights and download show report, visit [www.cbmexpo.com/en](http://www.cbmexpo.com/en).

For press enquiries, please contact:

Louise Kathryn Yu  
Marketing Director  
Tel: (+852) 2585 6101  
[louise.yu@ubm.com](mailto:louise.yu@ubm.com)

XXX

#### **About CBME China ([www.cbmexpo.com/en](http://www.cbmexpo.com/en))**

Held annually in Shanghai, CBME China is the world's largest sourcing event for baby, child and maternity products. This is the perfect venue for you to meet buyers, manufacturers, distributors and suppliers in the industry.

#### **About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and 1,300 staff in 24 major cities. We operate in 20 market sectors with 230 exhibitions and conferences, 23 trade publications, 20 online products for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.