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## Top marks for Kind + Jugend: The world's leading trade fair closes on an excellent result

- Significant growth in attendance: More than 21,000 visitors from all over the world
- Very good mood among the manufacturers and visitors
- New record: 1,141 exhibitors from 50 countries

Kind + Jugend is the world's biggest trade fair for the baby and children's outfitting sector. The excellent result of the 2015 edition, which closed its doors in Cologne on Sunday, 13 September, confirmed this. Over 21,000 visitors from 110 countries (share of foreign visitors: around 70 percent) made use of the trade fair's range of exhibits and information for their order business and to establish new business contacts. As such, Kind + Jugend recorded a significant, over five percent growth rate in the number of visitors compared to the previous year. With 1,141 companies participating from 50 countries, a new record was set in terms of the number of exhibitors. The share of foreign exhibitors was 84 percent. The exhibitors presented their new products and product further developments in the segments children's furniture, safety seats, prams, hygiene articles, toys and textile equipment on exhibition space spanning 100,000 square metres. "The result of Kind + Jugend 2015 once again exceeded our high expectations. From Germany we were able to record an overproportional increase in visitors, especially from the online trading sector," summed up Katharina C. Hamma, Chief Operating Officer of Koelnmesse. "Not only the figures, but also the visitor survey prove that the quality and the quantity of the trade fair convinced across the board. The trade fair concept, which holds the appropriate offer in store for all market participants, is unparalleled worldwide in terms of its quality."

### High recommendation rate

The results of the visitor survey underline the good mood that prevailed over the four days of the fair: Around 83 percent of the people interviewed were satisfied or very satisfied as far as achieving the goals of their visit were concerned. Over 93 percent of the visitors would recommend a close business acquaintance to visit Kind + Jugend. Over 76 percent of all respondents play a decisive or co-decisive role in the buying or procurement decisions of their company.



Kind + Jugend

10.09.–13.09.2015  
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Katharina C. Hamma

Herbert Marner

Chairman of the Supervisory Board

Lord Mayor of the City of Cologne

Jürgen Roters

Headquarters and

place of jurisdiction: Cologne

District Court Cologne, Comm. Reg. B 952

For buyers and importers, the significance of the trade fair is undisputed: Eric Wickbold, importer and distributor at Hightrade (São Paulo, Brazil), summed up: "Kind + Jugend is a fantastic trade fair and a must-attend event for all decision-makers in the baby and children's outfitting sector. For us as a globally operating import agency, Kind + Jugend is without doubt the most important place worldwide to meet up with all relevant brands and to support companies, who are seeking to enter the Brazilian market."

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Kind + Jugend is also the decisive industry meeting point of the year for Martin Pos, founder and CEO of CYBEX GmbH, too: "As our industry's most important trade fair worldwide, we not only use Kind + Jugend regularly to greet our business partners from all over the globe, but also as a platform for presenting new products to the public for the first time. For example, this year we celebrated the world premiere of our new, strategic brands 'GB Platinum' and 'GB Gold' jointly with Goodbaby. The trade fair was a great success again."

### **Winning design of KIDS DESIGN AWARD 2015 goes into production**

The KIDS DESIGN AWARD, which was conferred for the second time, went to the designer from Cuxhaven, **Annika Marie Buchberger**. The jury evaluated 252 designs from 40 countries in the run-up to the trade fair, ten nominees were ultimately chosen for the final round. The **furniture series 'Full-Grown'** designed by Buchberger, which grows together with the child, impressed among others because of its reduced design language, practical functionality and the fact that it can be used for many years. The aim of the KIDS DESIGN AWARD is to mediate product sponsorships between designers and manufacturers. Furthermore, directly after the award ceremony, Buchberger was overjoyed to learn that a children's furniture distributor intends to further develop the prototype together with the young designer until it is ready for market launch.

### **Awards for the most innovative products of the year**

In keeping with tradition, the Kind + Jugend Innovation Awards in eight categories were conferred on the first day of the trade fair. This year, the jury inspected 174 entries from 130 companies from 25 countries.

#### The winners of Kind + Jugend Innovation Awards 2015

World of Moving Baby:

**'Marathon' - Bumprider** (Sweden)

World of Travelling Baby:

**'Zero.1 Elite' – Recaro Child Safety** (Germany)

World of Moving Baby & Travelling Baby Accessories:

**'Light quilted jacket for two' – Mamalila** (Germany)

World of Baby Safety at Home:

**'Luna Gate' – Munchkin** (USA)

World of Baby Toys:

**'Schnappi turtle' – Zapf Creation AG** (Germany)

World of Baby Textiles:

**'UV Ignite' – Miyali** (the Netherlands)

World of Baby Care:

**'Tommee Tippee Express and Go™' – Mayborn Group** (Great Britain)

World of Baby Furniture:

**'NidoErgonomic Basic' – NIDO EDUCA S.L.** (Spain)

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#### **Kind + Jugend 2015 in figures:**

1,141 companies from 50 countries took part at Kind + Jugend 2015, 84 percent of which were from abroad. These included 151 exhibitors and 9 additionally represented companies from Germany and 950 exhibitors and 31 additionally represented companies from abroad. Including estimates for the last day of the fair, over 21,000 visitors from 110 countries attended Kind + Jugend 2015. The share of foreign trade visitors was around 70 percent.\*

\* All figures are calculated in accordance with the guidelines of the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM).

#### **Note for editorial offices:**

Kind + Jugend photos are available in our image database at [www.kindundjugend.com](http://www.kindundjugend.com) in the "Press" section.

Press releases can be found at [www.kindundjugend.de/presseinformation](http://www.kindundjugend.de/presseinformation)

If you reprint this document, please send us a sample copy.

#### **Kind + Jugend blog:**

<http://news.kindundjugend.de/>

#### **Kind + Jugend on Facebook:**

<https://www.facebook.com/kindundjugend>

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<https://twitter.com/kindundjugend>

Koelnmesse – No.1 in Furniture: Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne, as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively

represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living, as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include Rooms Moscow/Moscow International Furniture Show, the China International Kitchen and Bathroom Expo (CIKB) in Shanghai and furniPRO Asia in Singapore.

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The next events:

China Kids Expo 20.-22.10.2015, Shanghai

FIT 0/16 22.-25.11.2015, São Paulo

Pueri Expo 02.-05.06.2016, São Paulo

Kind + Jugend 15.-18.09.2016, Cologne

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