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Best Kind + Jugend of all time: New visitor and exhibitor record

- Over 22,000 visitors for the first time
- Increased level of internationality among the visitors again
- Outstanding mood among the trade and industry

Kind + Jugend 2016 has impressively underlined its position as the leading trade fair for the baby and toddler's outfitting sector. With over 22,000 trade visitors from 112 countries and 1,204 exhibitors from 53 countries, the trade fair once again achieved record results. From 15 to 18 September, the exhibitors from the sections children's furniture, safety seats, textile equipment, prams, hygiene articles, toys and baby's clothes presented their inspirations and trends for the new season to the trade visitors on exhibition space spanning around 100,000 square metres. In addition to the record number of exhibitors and visitors, the trade fair also increased its level of internationality again. As such, in total 86 percent (plus 2 percent) of the exhibitors came from abroad. The share of foreign trade visitors also slightly increased up to 71 percent (plus 1 percent). "The continual growth in the number of trade visitors and exhibitors confirms the international standing of Kind + Jugend as the industry's most important business platform. We also set benchmarks regarding the quality of the offer in the worldwide comparison. The professionals from the baby and toddler's outfitting sector cannot find over 3,600 brands of high-quality leading brand manufacturers, small and medium-sized companies as well as start-ups with creative ideas at any event, other than in Cologne," stressed Katharina C. Hamma, Chief Operating Office of Koelnmesse.

In total, Kind + Jugend recorded an increase of almost 5 percent in the number of trade visitors. Of the over 22,000 trade visitors, around 7,023 visitors came from Germany and approximately 14,982 from abroad. Within Europe, increases in visitor figures were recorded in particular from Great Britain (up 15 percent), the Netherlands (up 14 percent), and Italy (up 7 percent). There was also a significant increase in the number of trade visitors from non-European countries, primarily from North America (up 10 percent) and South America (up 20 percent). The trade fair recorded a growth of 8 percent in the number of exhibitors.

For Michael Neumann, Managing Director, Northern Europe Dorel Juvenile, Kind + Jugend was a total success once again: "We are very satisfied with the event. The high level of internationality, the good quality as well as the positive feed back from the trade audience underline the importance of Kind + Jugend within the sector. For



Kind + Jugend

15.09.-18.09.2016
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us as a globally operating company, the trade fair is the central industry meeting point in order to hold intense discussions and ultimately push our business."

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The figures underline the international significance of Kind + Jugend within the industry. For example, the results of the visitor survey show that particularly the diversity of the offer with a focus on high-quality and design-oriented products as well as the target group-specific supporting programme had a positive effect on the satisfaction of the visitors. 88 percent were satisfied or even very satisfied as far as the range of exhibits and achieving the goals of their visitor were concerned. Accordingly, around 85 percent of the visitors interviewed also intend to come to Cologne for Kind + Jugend in 2017.

Convincing trade fair concept

In addition to the pure product show, in the form of the Support Circle, Kind + Jugend picks up on all relevant phases of a classic product cycle - from the development of a prototype through to the market-ready product. A good example of this is the Design Parc, which after its premiere last year, once again presented a range of children's furniture, toys and living accessories by international designers and which proved extremely popular among the trade fair visitors.

Kind + Jugend presented the best prototypes in the form of the ten nominated young designers of the **KIDS DESIGN AWARD**. After the trade fair up to three prototypes will be selected by famous furniture manufacturers, which will be further developed together with the designers until they are ready for market launch. The winner of this year's award is Inna Shimelmits from Israel with her stool "Pet", which excels because of its special mobility and thus not only serves as a piece of furniture, but indeed also promotes the creativity of the child as a toy. "This year we were delighted about the high amount of international designers, who submitted entries. The designs were not only very high-quality, but also extremely creative and multi-functional. Therefore, it was an extremely difficult task for the jury to decide the winner," explained Ursula Geismann, member of the jury of the **KIDS DESIGN AWARD** and press speaker of the Association of German Furniture e.V.

The **CONSUMER AWARD** special event gives an overview of the products that have been successfully launched onto the market. The award is thus the ultimate award from the end consumers' point of view. Leading parents' magazines and portals worldwide are the cooperation partners. This year Germany participated with 1st Steps for the first time, the Netherlands with Baby Stuf, Austria with NEW MOM, Poland with Branza Dziecięca, Russia with Rodi, Turkey with TURKIYE COCUK and a new partner, France with Parole de Mammans. The readers of the magazines were asked to vote for their favourite products per online voting in the run-up to the trade fair. Numerous trade visitors examined the results.

The Innovation Awards, which were conferred in eight categories, were among the highlights on the first exhibition day of Kind + Jugend.

An overview of the Innovation Award 2016:

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- **World of Kids Care**
"nanobébé Feeding Bottle" - nanobébé (Israel)
- **World of Kids Furniture**
"Familing Rocking Baby Mattress" - Familing OY (Finland)
- **World of Baby Safety at Home**
"Motorola Smart Nursery" - Baby Binatone Communications Europe BVBA (Belgium)
- **World of Textiles**
"Insect Shield Grobag" - gro-group international ltd. trading as The Gro Company (Great Britain)
- **World of Toys**
"Whisbear®" - Whisbear Sp. zo.o. (Poland)
- **World of Moving Kids**
"Omnio" - Omnio Innovation Makers Ltd. (Great Britain)
- **World of Moving Kids & Travelling Kids Accessories**
"BedBox®" - JETKIDS LTD (Norway)
- **World of Travelling Kids**
"AxissFix Air" - Dorel Juvenile; Maxi-Cosi/BébéConfort (The Netherlands)

Kind + Jugend 2016 in figures:

1,204 companies from 53 countries took part in Kind + Jugend 2016, 86 percent of which were from abroad. These included 174 exhibitors with no additionally represented companies from Germany as well as 1,027 exhibitors and 3 additionally represented companies from abroad. Including estimates for the last day of the fair, over 22,000 visitors from 112 countries attended Kind + Jugend 2016. The share of foreign trade visitors was 71 percent.*

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

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Note for editorial offices:

Kind + Jugend photos are available in our image database on the Internet at www.kindundjugend.com in the “Press” section.

Press information is available at: www.kindundjugend.com/Pressinformation

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Koelnmesse - Global competence in furniture, interiors and design: Koelnmesse is the world’s top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, 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 the China International Kitchen and Bathroom Expo (CIKB) in Shanghai and furniPRO Asia in Singapore.

The next events:

China Kids Expo, Shanghai, China 19.-21.10.2016

CIKB China International Kitchen and Bathroom Expo,
Shanghai, China 21.-23.10.2016

Orgatec, Cologne, 25.-29.10.2016

imm cologne, 16.-22.01.2017

Pueri Expo, Sao Paulo, Brazil, 26.-29.05.2017

Koelnmesse 3.0 investment programme

Koelnmesse 3.0 stands for the modernisation of Koelnmesse until 2030, in particular the modernisation of the Southern Halls, improvement of the traffic and parking situation, more attractive halls and better traffic routes. The plan has a total volume of over Euro 600 million and also includes the construction of the new Hall 1plus, which will offer 10,000 m² of additional exhibition space to make up for the constraints caused by temporary construction measures; the CONFEX[®] Hall for new conference and exhibition formats; and a new entrance terminal for the Southern Halls, which acts as a modern and functional boulevard in the direction east-west. The construction measures will commence in 2016 with the building of a new car park with around 3,260 parking spaces.

Further information on Koelnmesse 3.0 is available on the Koelnmesse website:
www.koelnmesse.com/Koelnmesse/The-Company/Koelnmesse3.0/index.php