

No. 10 / September 2017, Cologne
#kindundjugend

Kind + Jugend confirms its outstanding international position

- **Around 22,500 visitors from 113 countries**
- **Increase in the level of internationality of the visitors**
- **Top quality across the board**
- **Digital Kidsroom arouses great interest**

When it closed after four trade fair days, Kind + Jugend 2017 had achieved very good results on both the exhibitor and visitor front. In total, 1,232 exhibitors (+5 percent) from 50 countries and around 22,500 trade visitors (+2 percent) from 113 countries came to Cologne. Decision-makers from all trade channels made use of the world's leading trade fair for the baby and children's outfitting sector to gain an overview of the trends, new products and innovations for 2017. The trade fair once again particularly excelled in terms of its internationality. More than 87 percent of the exhibitors and 75 percent of the visitors come from abroad. "Kind + Jugend once again confirmed its outstanding international position and is the central hub and at the same time the trendsetter for the national and international business. Furthermore, we were able to further reinforce our position as the leading trading platform with a slight growth in the number of exhibitors and visitors," stated Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH.

Overall, Kind + Jugend recorded a slight increase of two percent in the number of trade visitors. Whereas at 75 percent (+4 percent) the number of visitors from abroad increased, slight losses were recorded in the number of visitors from Germany. Eastern Europe (+25 percent), Asia (+30 percent) and Central & South America (+30 percent) achieved significant growth in the trade visitor figures. The trade fair recorded a growth of just under five percent in the number of exhibitors.

Targeted division of the product segments

The expansion of the exhibition space to also include Hall 4.1 led to a better division of the product sections. On 110,000 square metres of space, a more targeted bundling of the individual segments and a more in-depth approach to the themes awaited the visitors. The exhibitors were thoroughly positive about the excellent quality of the visitors. For example, Ralf Kindermann, Executive Director of Recaro Safety Child commented, "In addition to our products, we also used the trade fair to present our new sales and marketing strategy to our customers and the market. This was very successful. Under the claim: "Excellent Parenthood" we successfully presented ourselves and our new marketing campaign at a new exhibition stand in the new Hall 4. The hall was very popular with the visitors and we had significantly



Kind + Jugend 2017
14.09. - 17.09.2017
www.kindundjugend.com

Your contact:
Peggy Krause
Tel.
+49 221 821-2076
Fax
+49 221 821-3544
e-mail
p.krause@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marnier

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

more customer contacts than in the previous year. Overall, Kind + Jugend was a huge success for us and thus also did justice to its position as the leading global trade fair. We are already looking forward to greeting our customers from over 50 countries in the same place at the later date next year. Congratulations to the trade fair team - everything went perfectly and it was a great experience." Stan Vermeulen, Executive Director of Joolz's résumé was also positive: "Kind + Jugend is always a highlight for us and the most important trade fair of the year. The whole team gets together, the atmosphere is great and the visitors are very enthusiastic. We are very satisfied with our new location in Hall 4 and had more visitors at the stand than in the previous years."

Page

2/5

Digitalisation and design high in trend

One of the emerging trend themes of Kind + Jugend 2017 was the theme digitalisation. Whether scales, digital sleeping lights, high-tech pulse-monitoring socks, baby videophones, heating controls or monitoring cameras, smart assistants for the baby's cot are a growing field in the baby and children's outfitting sector. The demand for monitoring and measuring devices is increasingly rising among the parents. Above all devices that can be connected to one's own smartphone, so that all data is available at a glance, were on display. For the first time this year Kind + Jugend presented the "Connected Kidsroom" special zone spanning 100 square metres, which offered a theme world dedicated to the theme of digitalisation, which bundled the latest digital assistants, app-controlled products and everything to do with the smart nursery and smart home in one location. As far as the theme design is concerned, the exhibitors once again placed their bets on high-quality designer-oriented products that accommodate the parents' desire for more individuality and at the same time increased functionality. Whether prams, children's car seats or kids furniture the trend is towards multifunctional, equipment that offers a high level of comfort and safety and which grows with the child. The theme sustainability also continues to play a major role. For example natural materials and biodegradable materials are very popular. In terms of the colours, white or pastel shades are still the favourites for children's furniture. In the case of prams and children's car seats there is a good mixture between muted and bright colours.

Top quality across the board

The results of the independent visitor survey underline the international significance of Kind + Jugend among the trade visitors. Around 86 percent of the respondents were positive or very positive about the trade fair's range of exhibits. The trade visitors were also very satisfied with Kind + Jugend 2017 overall: 86 percent of the people interviewed were satisfied or even very satisfied as far as achieving the goals of their visit were concerned. The recommendation rate confirmed this result: 93 percent would recommend a good business acquaintance to visit the leading trade fair for the baby and children's outfitting sector.

The Kind + Jugend Awards 2017

Kind + Jugend presented the best prototypes in the form of the ten nominated young designers of the **KIDS DESIGN AWARD**. This year, Yijung Du from China, who is a student at the Munster School of Design, won the award with her product "Behind the Mountains". "Behind the Mountains" is a rotating stool and a play area for

children in one. The conceptual motif is an idyllic lake in a mountain landscape. The design comprises of two elements: A rotating internal section that is shaped like a mountain with a rotatable joint and the static part that is designed like a lake. Due to its elegant form and the colourful elements, the fantasy is set no limits while playing.

Page

3/5

The **CONSUMER AWARD** special event gives an overview of the products that have been successfully launched onto the market. The prize is thus the ultimate award from the end consumers' point of view and presents the consumers' favourite products. Leading parents' magazines and portals worldwide are the cooperation partners. This year Germany participated with 1st Steps for the first time, France with Parole de Mammans, the Netherlands with Baby Stuf, Austria with NEW MOM, Poland with Branza Dziecieca, Russia with Rodi, Turkey with TURKIYE COCUK and as a new partner, Great Britain with baby & kids store.

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 2017:

.

World of Moving Kids

- Heetee Power-System - Heetee Baby Company (Great Britain)

World of Travelling Kids

- BeSafe iZi Flex FIX - HTS BeSafe AS (Norway)

World of Moving Kids & Travelling Kids Accessories

- Jule's Bag - Sofamo - Papa, Maman et Moi (France)

World of Baby Safety at Home

- Stair Trainer - Mippaa BV (the Netherlands)

World of Toys

- Explore & More Follow-Bee Crawl Toy - Skip Hop (USA)

World of Textiles

- My Skin Sensitiv - Angel Baby ltd (Bulgaria)

World of Kids Care

- Sweatbeat - Miniland (Spain)

World of Kids Furniture

- Evolu 180 - Childhome (Belgium)

Date Kind + Jugend 2018

Next year Kind + Jugend will be staged from 20 to 23 September 2018.

Kind + Jugend 2017 in figures:

1,232 companies from 50 countries took part in Kind + Jugend 2017, 87 percent of which were from abroad. These included 161 exhibitors without any additionally represented company from Germany as well as 1080 exhibitors from abroad. Including estimates for the last day of the fair, over 22,500 visitors from 113 countries attended Kind + Jugend 2017. The share of foreign trade visitors was 75 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).

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, 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 the LivingKitchen China/CIKB in Shanghai, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the network of the interior decorating industry, Koelnmesse offers direct access to relevant products, contacts, competence and events.

Page
4/5

Further information is available at: <http://www.global-competence.net/interiors/>
Further information about ambista: <http://ww.ambista.com/>

The next events:

China Kids Expo, Shanghai, China, 18.-20.10.2017

imm cologne, Cologne, Germany, 15.-21.01.2018

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

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

Kind + Jugend on Facebook:

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

Kind + Jugend blog:

<http://news.kindundjugend.de>

Kind + Jugend on Twitter:

<https://twitter.com/kindundjugend>

Your contact:

Peggy Krause
Communications Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-2076
Fax +49 221 821-3544
p.krause@koelnmesse.de

