

Press release

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## International flair at Kind + Jugend

**With around 1,250 suppliers from 53 countries, the Kind + Jugend trade fair in Cologne is reporting an increase in internationality again this year. Companies from Brazil and Uruguay are also making their debut here. At the same time, the first German exhibitors will be active at the Kind + Jugend satellite events in Brazil and China. This is no coincidence, but the result of Koelnmesse's internationalisation strategy.**

Sharing industry knowledge. Accompanying customers in international markets. And driving synergies between domestic events and those abroad. That is what it is all about when Koelnmesse not only organises Kind + Jugend in Cologne in the baby and children's equipment sector, but also satellite events in Brazil and China. Thanks to this worldwide networking, there have not only been disproportionate increases in exhibitor numbers – visitor numbers from the countries involved are also developing positively: In 2017, over 70 percent more Brazilian visitors came to Kind + Jugend in Cologne than in the previous year. The number of Chinese visitors has even risen by around 75 percent over the past four years. "As we are linking our events in the children's sector increasingly closely and are also transferring our Cologne-based expertise to our international events in coordination with our subsidiaries, clear positive developments are noticeable," explains Denis Steker, Vice President International at Koelnmesse.

### Inspired by Kind + Jugend

The leading trade fair Kind + Jugend is the central hub for the national and international business in the baby and children's sector. "But we are not resting on our laurels with this status," says Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH. "Satellite events such as the Pueri Expo in Brazil and China Kids Expo are perfect platforms for passing on and expanding our expertise. China Kids Expo (16-18 October 2018) – with the slogan "Inspired by Kind + Jugend" – has already become the leading B2B event for children's products in Asia. "A German exhibitor at Kind + Jugend discovered that demand for its products is particularly high on the Asian market," explains Katharina Gründig Figueiroa, Global Brand Manager. "With the China Kids Expo, we were able to precisely meet his needs. This year he will be there in China in the German Pavilion."

Nadja Bento, Project Manager of FIT 0/16 and Pueri Expo (13-16 June 2019) at the Brazilian subsidiary, explains: "The aim is to motivate our partners, exhibitors and visitors to expand their business both locally and internationally. We accompany them into the relevant growth markets and guarantee the same quality and the same service worldwide – no matter where our customers are or when". One exhibitor at all three Koelnmesse events? This is no longer a rarity.

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**Koelnmesse drives synergies**

All sides are working on connecting the trade fairs: In Brazil, a group trip to the Cologne trade fair is being organised in cooperation with a media partner, while Chinese and Brazilian distributors and experts will advise potential customers for their markets during the so-called matchmaking at Kind + Jugend. In 2018, the Federal Ministry of Economics and Energy will also once again be funding a German pavilion in Brazil and China, giving numerous exhibitors the opportunity to take their first steps into these important world markets.