



The Premier Trade Show for Baby & Kids in ASEAN

LET'S GROW TOGETHER

30.03 - 02.04.2022

BITEC, BANGKOK, THAILAND

www.kindundjugend.asia



SUPPORTED BY:



JOINTLY ORGANISED BY:



ABOUT KIND + JUGEND ASEAN

Kind + Jugend is the world's leading trade fair for the high-quality baby and toddler products industry and the perfect platform for global trade and order business.

For the first time in 2022, Kind & Jugend will be breaking new grounds with its inaugural ASEAN edition held in Bangkok, Thailand, specifically targeting the emerging regions of Indochina and Southeast Asia.

KIND + JUGEND ASEAN EXPECTED NUMBERS:

200
EXHIBITORS



3,000
TRADE VISITORS



WHY EXHIBIT?



One-stop professional meeting place for the entire industry in the region



Meet and network with qualified regional trade visitors and buyers



Set foot into the fastest growing region in the world - Southeast Asia

WHY VISIT?



Meet top players in the industry with a diverse range of products



Discover the latest trends and design ideas



Experience a specially curated content and event program for the industry

WHO EXHIBITS?



TOYS & CHILDHOOD EDUCATION

Plastic, Fabric, Wooden Toys

Educational Toys

Cycling Toys

Outdoor & Sporting Goods

Pre-School Educational Tools

Pre-School Electronic Products

Reading & Learning Multimedia



NUTRITION & INFANT FORMULA

Baby Food

Baby Juice

Snack

Super Food

Organic Food

Baby Milk Powder

Baby Nutritional Supplements



HYGIENE & CARE

Baby Care Products

Baby Feeding Products

Baby Skincare & Bath Products

Baby Health Care & Hygiene Articles

Baby Diapers & Wipes

Nursing/Breast-Feeding Pads & Accessories



CARRIAGE & FURNITURE

Baby Strollers & Accessories

Car Safety Seats

Bicycles & Tricycles

Baby Furniture

Baby Cribs/Beds & Accessories



CHILDREN & MOTHER WARE

Children's Fashion

Maternity Clothing

Footwear

Accessories



BABY TECH

Emerging Technologies

Health Devices

Sleep Tracking/Monitoring



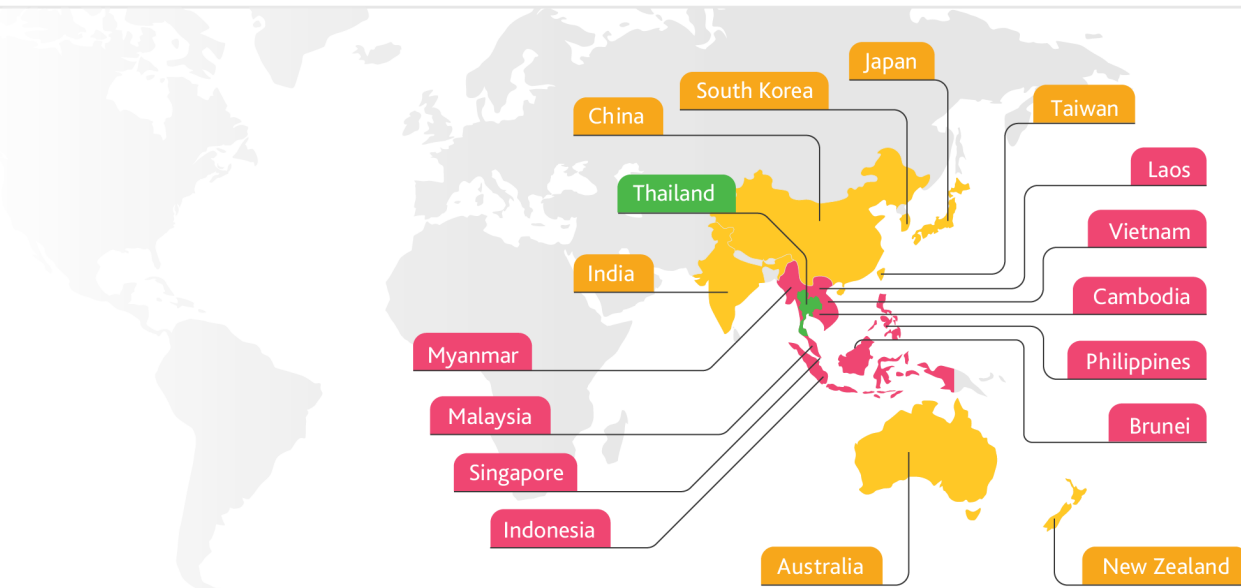
OTHERS

Media/Associations/Agencies

Insurance

WHO VISITS?

VISITORS BY COUNTRIES & REGIONS



VISITORS BY PROFILE



IMPORTERS



DEPARTMENT STORES
MODERN TRADE



WHOLESALE
BABY SHOPS



E-COMMERCE
ONLINE STORES



HOSPITALS
CLINICS



CHILD CARE CENTERS



ASSOCIATIONS
AND MEDIA



SCHOOLS

MARKET OVERVIEW

ECONOMY

Regional Outlook: 6th largest economy globally with a combined GDP of USD 3.11 trillion in 2019

Thailand's Success Story: Remarkable progress in social and economic development, moving from a low-income to upper-income country in less than a generation

Buyer Behavior: 10% average annual retail growth rates over the past decade. Increased sophistication and education in the society, leading to an increased demand for high-quality mother and baby products

>5%
ANNUAL
GROWTH
FORECAST

STRONG
POST-COVID
RECOVERY
PREDICTED

MARKET TRENDS



Growth through premiumisation:
Consumers purchasing higher-end products



ASEAN government initiatives:
Increased knowledge about babies' health, nutrition and hygiene



Rapid urbanisation and dual-income parents:
Accelerated trend toward convenience and innovative baby products



Revolutionised shopping habits:
Working mothers are more willing to spend on the comfort and wellbeing of themselves and their children

DISTRIBUTION



Major department stores carry a wide variety of local and imported brands



Emergence of monobrand stores by established global brands



Increased popularity of specialised nursery and infant product shops due to insufficient sales personnel



Impact of social media and e-commerce, offering easy access, convenience and a seamless shopping experience

MAXIMISE YOUR PARTICIPATION



HOSTED BUYER PROGRAMME

Benefit from targeted business meetings with curated key procurement decision makers in Thailand and the entire ASEAN region.



WE CARE FOR YOUR RIGHTS

Koelnmesse supports you in your fight against product piracy. We offer professional advice regarding intellectual property rights during the trade fair.



ONLINE CATALOGUE

Exhibitors will be listed online for visitors to learn more about their company and product offerings before the event.

MORE THAN JUST AN EXHIBITION

Don't miss out on valuable insights at the following fringe programmes, led by key industry experts:



Kind und Jugend ASEAN Design Award



Seminars and Workshops



Academic Conference and Training

BOOK EARLY & SAVE!

Make an early decision about participating and leverage on the early bird discounts.

EARLY BIRD
DISCOUNT UNTIL
31.10.2021

STAND RENTAL PER SQM		EARLY BIRD RATES APPLICATIONS UNTIL 31.10.2021	REGULAR RATES APPLICATIONS FROM 01.11.2021	DESCRIPTION
RAW SPACE MIN 18 SQM		7,200 THB/SQM	8,000 THB/SQM	• Space Only
		215 EUR/SQM	240 EUR/SQM	
STANDARD BOOTH MIN 9 SQM		7,650 THB/SQM	8,500 THB/SQM	<ul style="list-style-type: none"> • 1 x Lockable Cabinet • 1 x Round Table • 2 x Fibre Chair • 1 x Waste Basket • 3 x Spotlight • 1 x Socket
		235 EUR/SQM	260 EUR/SQM	
PREMIUM BOOTH MIN 18 SQM		8,550 THB/SQM	9,000 THB/SQM	<ul style="list-style-type: none"> • 1 x Counter • 1 x Round Table • 5 x Fibre Chair • 2 x Waste Basket • 6 x Spotlight • 2 x Socket
		255 EUR/SQM	285 EUR/SQM	

Remarks: * 10% surcharge for corner location ** 7% VAT is applicable for Thailand registered entities.
*** Exhibit package descriptions and booth visuals illustrated are subject to changes.

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