



**KIND +
JUGEND
ASEAN**
Baby + Kids Fair

The Premier Trade Show for **Maternity, Baby & Kids Products** in ASEAN
EXPLORE, DISCOVER, CONNECT

12-14 JUNE 2025

Queen Sirikit National Convention Center
Bangkok, Thailand



2024 SHOW REVIEW:



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

Kind + Jugend ASEAN, welcome 2,709 Visitors from 31 Countries and Engaging Industry Stakeholders and Attendees from Around the World. The event presented various activities, including the Trend Forum and the ASEAN Innovation Award, recognizing remarkable innovative products. The show itself not only showcased it's prominence but also played a vital role in propelling industry expansion into the ASEAN market. Our commitment to ensuring meaningful connections and collaborative opportunities has been evident through the successful connections established. Drawing top-tier buyers and key brands from across the region!!

2025 EXPECTED NUMBERS:



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 & GAMES

- Plastic, Fabric, Wooden Toys
- Educational Toys
- Cycling Toys
- Outdoor & Sporting Goods
- Pre-School Educational Tools
- Pre-School Electronic Products
- Reading & Learning Multimedia



HEALTH & NUTRITION

- 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



CARRIAGE & FURNITURE

- Baby Strollers & Accessories
- Car Safety Seats
- Bicycles & Tricycles
- Baby Furniture
- Baby Cribs/Beds & Accessories



MOTHER & KIDS WEAR

- Children's Fashion
- Maternity Clothing
- Footwear
- Accessories



BABY TECHNOLOGY & GADGETS

- Emerging Technologies
- Health Devices
- Sleep Tracking/Monitoring



EDUCATION & DEVELOPMENT

- School Sets
- School Bag
- Painting Kit
- Kids DIY



OTHERS

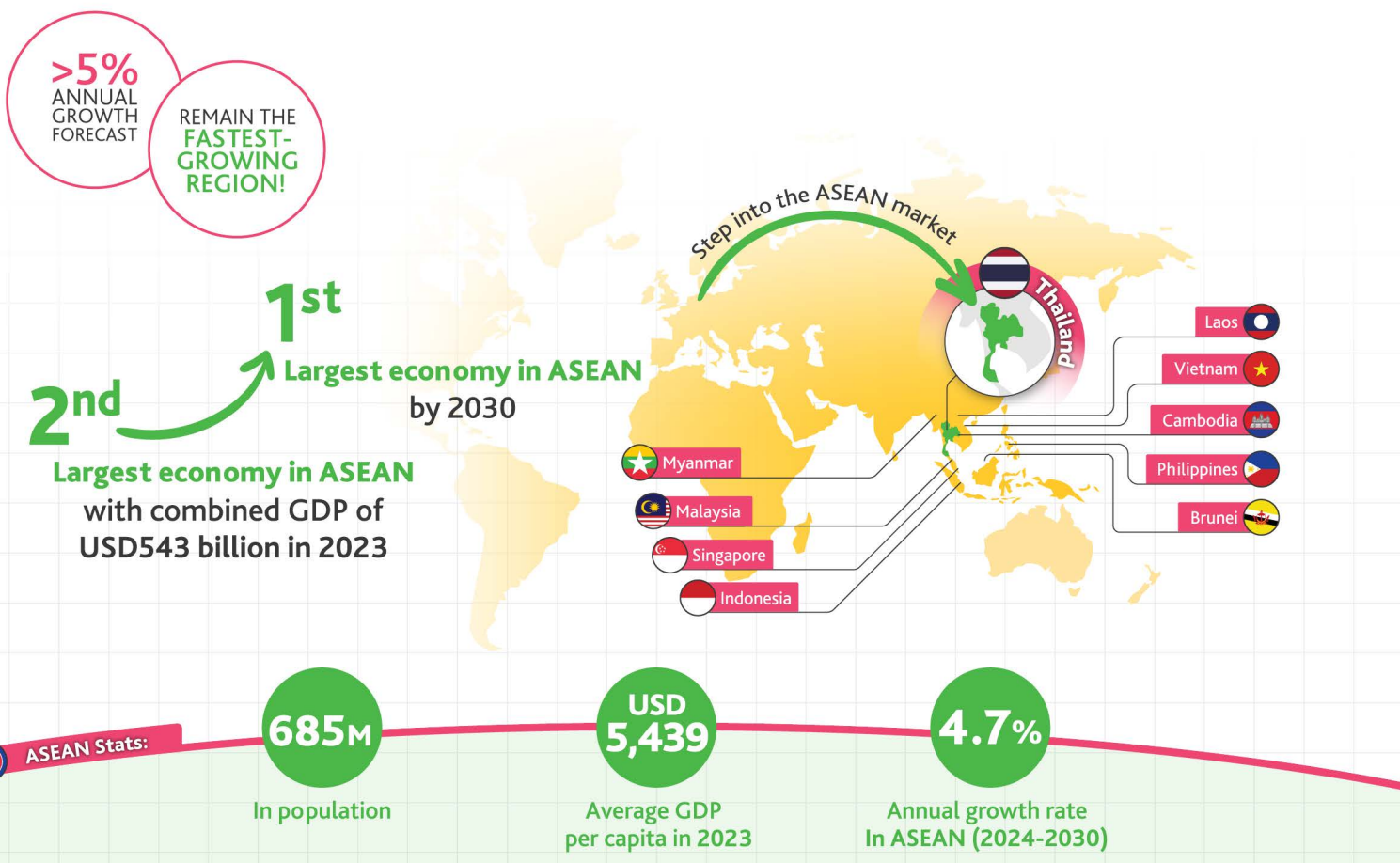
- Media/Associations/Agencies

WHO VISITS?

VISITORS BY PROFILE



MARKET OVERVIEW



MORE THAN JUST AN EXHIBITION

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



MAXIMISE YOUR PARTICIPATION



SPONSORSHIP PACKAGE

Enhance brand visibility, generate leads, and create meaningful connections with potential buyers and partners.

BOOK EARLY & SAVE!

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

Exhibitor Registration



STAND RENTAL PER SQM		REGULAR RATES APPLICATIONS FROM 16.11.2024	DESCRIPTION
RAW SPACE	MIN 18 SQM	300 USD/SQM	<ul style="list-style-type: none"> • Space Only
STANDARD BOOTH	MIN 9 SQM	325 USD/SQM	<ul style="list-style-type: none"> • 1 x Lockable Cabinet • 2 x Fibre Chair • 1 x Waste Basket • 3 x Spotlight • 1 x Socket
PREMIUM BOOTH	MIN 18 SQM	355 USD/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

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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