

SALES PRESENTATION



THE PREMIER TRADE SHOW FOR
MATERNITY, BABY & KIDS PRODUCTS IN ASEAN

Explore • Discover • Connect

11-13
JUNE 2026 QSNCC, BANGKOK, THAILAND

ORGANISED BY  koelnmesse



KIND+JUGEND GLOBAL



KIND + JUGEND

The world's leading trade fair for the high-quality baby and toddler products industry



PUERI EXPO

The largest trade fair for high-quality baby and children's products in Latin America



KIND + JUGEND ASEAN

The leading trade fair for maternity, babies & kids' products in the ASEAN region





ABOUT US

Kind+Jugend is the world's leading trade fair for premium baby and toddler products, held annually in Cologne, Germany. As a global hub for the maternity, baby, and children's industry, the event brings together top international brands, manufacturers, distributors, and buyers under one roof. It showcases a comprehensive range of high-quality products including strollers, car seats, toys, clothing, furniture, baby care items, and innovative tech solutions for parents, babies and toddlers.

Kind+Jugend ASEAN, welcome over 3,000 visitors from 22 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 its 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!



3,000
TRADE VISITORS

8,500 SQM
Gross space



TOP 14 COUNTRIES BY NUMBER OF VISITORS



China



Singapore



Malaysia



Indonesia



Taiwan



Hong Kong



India



South Korea



Philippines



Cambodia



German



Japan



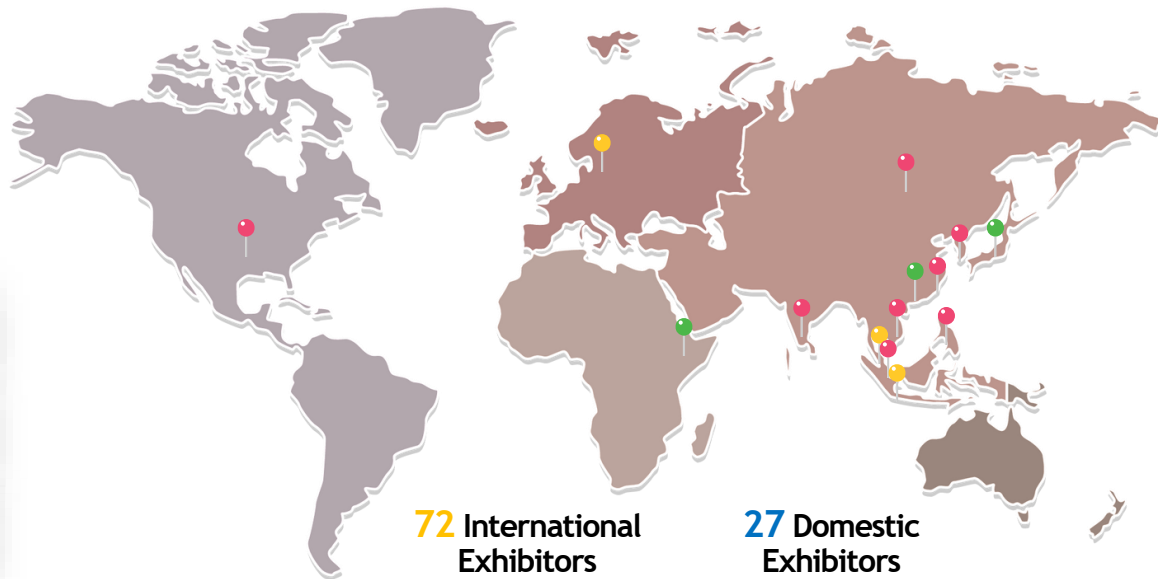
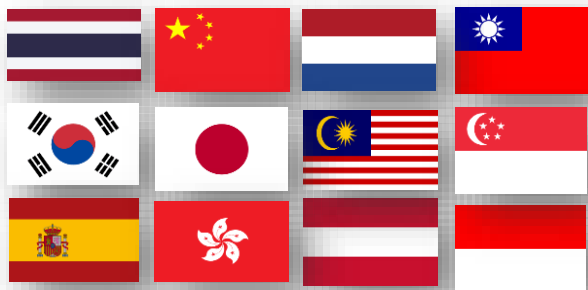
UAE



USA

SHOW FIGURES

Exhibitors from 12 countries



PAVILIONS



China



Thailand



Taiwan

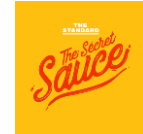
Supporting Partners

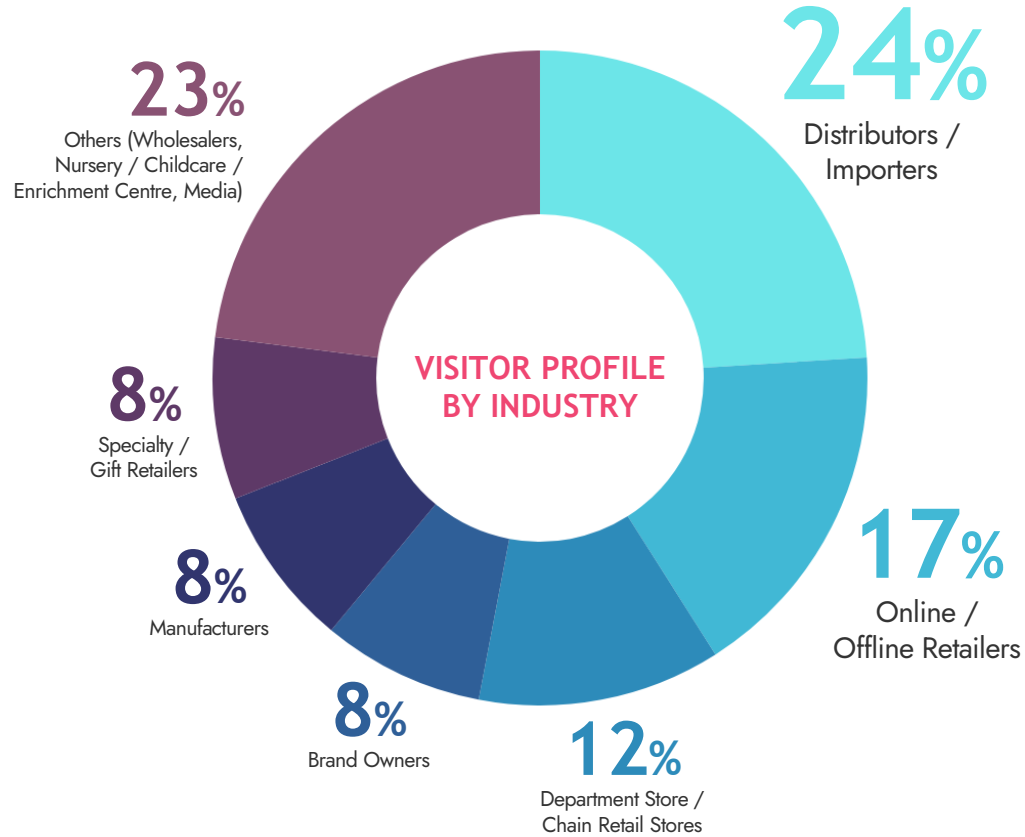


Exclusive Partners



Press & Media







MORE THAN JUST

AN EXHIBITION



TREND FORUM



A seminar stage featuring industry trendsetters from leading companies who provide insights and updates on business trends for importers and entrepreneurs interested in market expansion or business growth.

1. Future of Licensing & Brand Collaborations / Retail & E-Commerce Strategies for Kids' Products

- Marie Kopp, Director, Consumer Products APAC (excl China) & MENA, HASBRO

2. Building Meaningful Connections: Engaging Family Shoppers in Travel & Retail – Insights from LEGO

- Danny Wong, APAC Travel Retail Channel Lead BU Singapore, Malaysia Travel Retail, LEGO

3. Game-Changing Baby Innovations: The Ultimate Parenting Upgrade!

- Aroonsri Piriyalertsak, Chief Executive Officer (CEO), BABY GIFT (Thailand) Company Limited

4. Doctor Talk: Age-Appropriate Child Care, Stage-by-Stage

- Dr. Napat Limchupornwikun, Pediatrics Hematology and Oncology, Thonburi Bamrungmuang Hospital

5. Raising AI Ready Kids

- Dr. Anjala Jarumilin, Asst. Prof. Sorayot Panayangkun, Mr. Manit Chansuttirangkun
- Preschool Education Association of Thailand



INNOVATION AWARD 2025

TREVELLING & MOVING KIDS



GLOWY Hip (Popotamus) Seat Baby Carrier
Glowy Star Co Ltd



Splash
Dooky Co Ltd

FURNITURE



OXY Baby Joyfulnest
Thamesthames Trading Co Ltd



BABABOO Innovation & Limitless Playpen
Hoyo Unite Group Co Ltd

TEXTILE



Quick Change Travel Swaddle
BC Link Co Ltd



Baby Swaddle Wrap
Inno Diva Co Ltd

KIDS CARE



Momcozy Mobile Flow M9 Hands-Free Breast Pump
Shenzhen Root Innovation Technology Co Ltd



Neckband Wearable Breast Pump
Zhejiang Xinbei Medical Device Co Ltd

NUTRITION



Banana Blossom & Kaffir Lime with Date Palm
MILK PLUS & MORE Co Ltd



Wii Daily Drink
Inno Diva Co Ltd

HOSTED BUYER PROGRAMME



SOURCEBYNET



KIKI & SEBBY®



Univiet Company Limited



FACTS & FIGURES

2025
SHOW REVIEW

99
Exhibitors



22
Countries



227
Brands



3,000
Visitors



8,500 sqm
Gross Space



2026
EXPECTED NO.

250+
Exhibitors

25+
Countries

300+
Brands

4,500
Visitors

8,500 sqm
Gross Space

SHOW AT A GLANCE

SHOW DATE: 11 - 13 June 2026

11 Jun

12 Jun

13 Jun

Exhibition (Trade Days)

Trend Forum



EXHIBITION
(PUBLIC DAY)

DOWNTOWN LOCATION

QSNCC, BANGKOK, THAILAND

QUEEN SIRIKIT NATIONAL CONVENTION CENTER

- ✓ Most modern and versatile venue in **Asia-Pacific**
- ✓ Convenient transportation by connecting to **MRT station**



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 faster growing region in the world - Southeast Asia

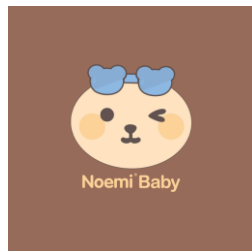
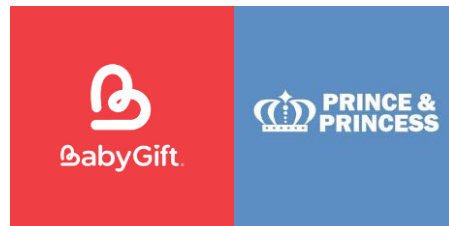


EXHIBITOR PROFILES

- Toys & Games
 - Hygiene & Baby Care
 - Mother & Kids Wear
 - Education & Development
 - Health & Nutrition
 - Carriage & Furniture
 - Baby Technology & Gadgets
 - Others
- Media, Associations, Agencies



FEATURED EXHIBITORS - 2025



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.



VISITORS BY INDUSTRY

Importers & Exporters

**Department Stores
Supermarkets**

Distributors & Wholesalers

**Baby Shops/
Specialist Retailers**

**E-Commerce Platforms/
Online Stores**

**Nurseries/
Early Learning Centers**

Hospitals & Clinics

International Schools

Associations & Media



VISITORS BY JOB TITLE

23%
Executives

28%
Managers

15%
Business Owners

18%
Marketing/Sales

16%
Others

MARKETING & COMMUNICATIONS STRATEGY

Connecting with Communities, Associations & Partners in ASEAN Countries

- Word-of-mouth marketing by local committee, confirmed speakers & exhibitors
- Advertisements (magazines/partner event guides)
- Event listings (websites/e-newsletters/magazines)
- Social media promotion
- Dedicated emails/feature through Partners' databases to their members, communities
- Embassies & trade offices in Thailand meet-ups
- Invitations to VIPs, key partners, embassies & trade offices in Thailand

Emphasizing our Brand Family: KIDS

Kind + Jugend ASEAN is part of Koelnmesse – industry trade fairs for the children's segment. Regular cross-promotions and marketing are done across all events in this sector.

- Kind + Jugend (Cologne | Germany)
- Pueri Expo + FIT 0/16 (São Paulo | Brazil)



Business Matching & Hosted Buyer

- Select decision makers who are pre-qualified based on their expressed interest in doing business, ensuring valuable connections
- Invite top industry leaders to attend based on exhibitor requirements. Our professional team manages scheduling, welcome reception, tours, and guides buyers to exhibitor booths as a VIP
- Utilize our mobile app for easy access to business matching services, facilitating seamless connections between exhibitors and buyers

Utilizing a Diverse Range of Marketing and Social Media Tools with Highlighted Messages

- Email campaigns with workflow and automation to the focused database by monthly and weekly
- Digital ad & remarketing conducted. Targeting Thailand, CLMV, China, Indonesia and Southeast Asia region

Testimonials



Jessica Hung
Parasol

"After many years of experience in the US, we feel ready to support parents in Asia. We're thrilled to be part of Kind + Jugend ASEAN this year."



Chenxiao Min
MAM Baby

"We believe that partnering with Kind + Jugend, a well-established name in Europe, will help us grow our network across ASEAN countries."



Qianyu Zhou
Momcozy

"100% I will definitely encourage more people, more brands to join this exhibition. You will find a lot of buyers here."



Krongpech Ahasai
Neomi

"The participant mix is quite diverse, ranging from OEM/ODM suppliers to distributors. You'll find a broad spectrum of both local and international companies—not just from ASEAN, but from other regions as well."



Pongpiti Sripolpaew
The Little Store

"We'd like to invite those who have never attended this event to visit and experience it. There is a wide range of exhibitors, including brand owners and OEM manufacturers. It's a great opportunity to source materials and learn from various brands both from Thailand and internationally."



Nattaporn Buranabunwong
Glow star

"If you have any new innovations, we really encourage you to submit them for the Innovation Award. It's a great opportunity to showcase and present your product, not only to the judges, but also to distributors and attendees."

EXHIBIT OPTIONS



SPACE ONLY (MIN 18 SQM)		STANDARD PACKAGE (MIN 9 SQM)		PREMIUM PACKAGE (MIN 18 SQM)	
EARLY BIRD Until 31.1.26	REGULAR From 1.2.26	EARLY BIRD Until 31.1.26	REGULAR From 1.2.26	EARLY BIRD Until 31.1.26	REGULAR From 1.2.26
280 USD / SQM	310 USD / SQM	320 USD / SQM	350 USD / SQM	370 USD / SQM	385 USD / SQM

NOTE: Exhibit packages and booth visuals illustrated are subject to changes.

BRAND OPPORTUNITIES

Elevate your brand visibility and engagement through our sponsorship packages at **Kind + Jugend ASEAN 2026!**



LANYARDS (Exclusive): **USD 8,600 | THB 320,000**

Exclusively sponsor event lanyards for maximum visibility. Make a lasting impression as attendees showcase your brand throughout the event.



NETWORKING LOUNGE (Exclusive): **USD 7,500 | THB 280,000**

Position your brand at a prime hub for valuable interactions. Elevate your presence in a premium networking setting.



ATTENDEE BADGES (Exclusive): **USD 6,500 | THB 240,000**

Exclusive opportunity! Showcase your brand directly on every attendee badge for constant visibility.



E-NEWSLETTER AD BANNER **USD 3,200 | THB 120,000**

Feature your brand prominently in our event e-newsletter with an eye-catching banner. Enhance your company's presence through digital exposure reaching a regional database.



IN-HALL AIR SPACE **USD 2,700 | THB 100,000**

Elevate your brand with in-hall air space branding. Capture attention from above, creating a unique and memorable experience for attendees.



THANK YOU! See You in 2026

11-13 JUNE 2026

QSNCC, BANGKOK, THAILAND

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