



The Premier Trade Show for Baby & Kids Products in ASEAN

TAKING A LEAP FORWARD

25-27.04.2024 **NEW VENUE!**

Queen Sirikit National Convention Center
Bangkok, Thailand

www.kindundjugend.asia



SUPPORTED BY:



ORGANISED BY:



ABOUT KIND + JUGEND ASEAN

2023 SHOW REVIEW:



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

Kind + Jugend ASEAN concluded its first edition and has laid the foundations for a regional industry meeting place. 1,800 visitors from 45 different countries graced the event, the trade exhibition and a hub of activities including the Trend Forum, Innovation Award, the Science Inspiration by the National Science Museum and the Childcare Prototype Area by the Thai Toy and Children Product Trade Association. The ASEAN region is buzzing with potential growth opportunities for companies in the baby and kids products industry and Kind + Jugend ASEAN is excited to host its next edition over 3 days, 25 – 27 April 2024 in Bangkok, Thailand.

2024 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 & CHILDHOOD EDUCATION

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



HYGIENE & CARE

- Baby Care Products
- Baby Feeding Products
- Baby Skincare & Bath Products
- Baby Health Care & Hygiene Articles
- Baby Diapers & Wipes



CHILDREN & MOTHER WARE

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



KIDS STATIONARY

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



NUTRITION & INFANT FORMULA

- Baby Food
- Baby Juice
- Snack
- Super Food
- Organic Food
- Baby Milk Powder
- Baby Nutritional Supplements



CARRIAGE & FURNITURE

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



BABY TECH

- Emerging Technologies
- Health Devices
- Sleep Tracking/Monitoring

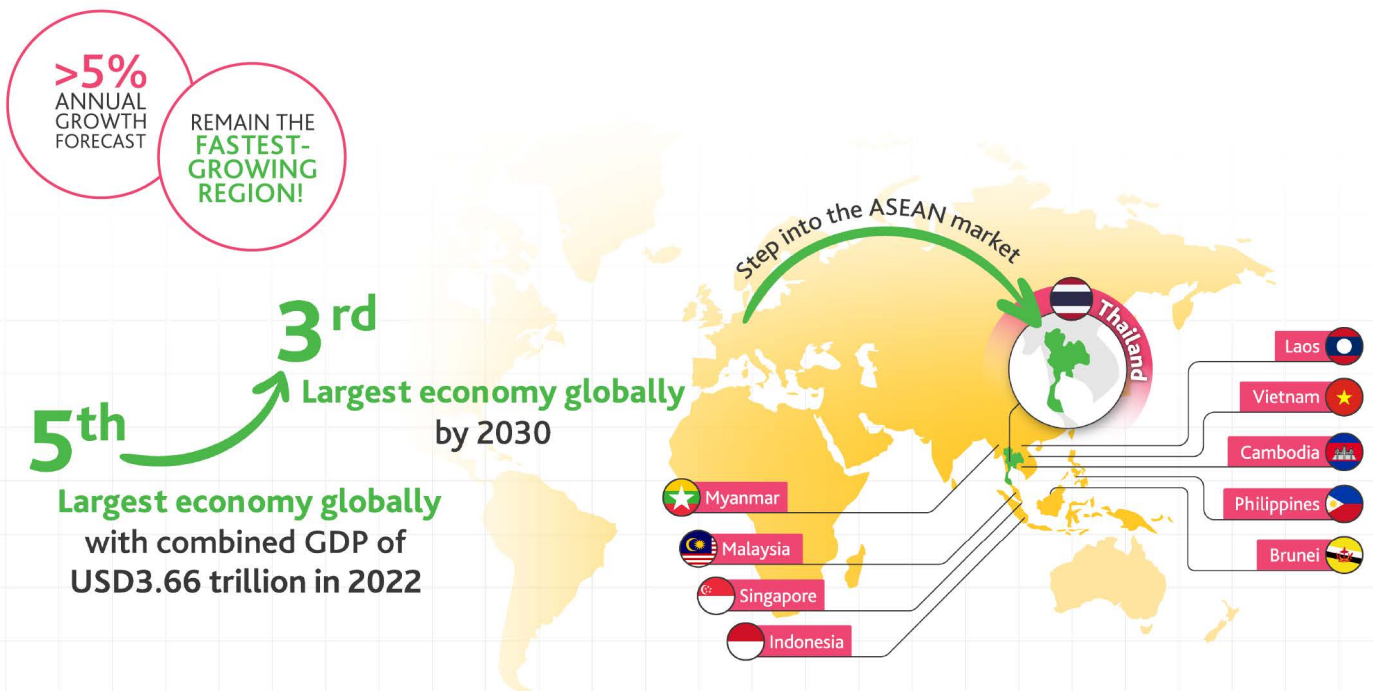


OTHERS

- Media/Associations/Agencies
- Insurance

VISITORS BY PROFILE	 IMPORTERS	 DEPARTMENT STORES MODERN TRADE	 WHOLESALERS BABY SHOPS	 E-COMMERCE ONLINE STORES
	 HOSPITALS CLINICS	 CHILD CARE CENTERS	 ASSOCIATIONS AND MEDIA	 SCHOOLS

MARKET OVERVIEW



ASEAN Stats:

678M

In population

USD 5,439

Average GDP per capita in 2022

5%

Annual growth rate in ASEAN (2022-2030)



MORE THAN JUST AN EXHIBITION

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



Innovation Awards



Trend Forum



Workshop



Business Matching
Hosted Buyer



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.

EARLY BIRD
DISCOUNT UNTIL
30.09.2023

STAND RENTAL PER SQM		EARLY BIRD RATES APPLICATIONS UNTIL 30.09.2023	REGULAR RATES APPLICATIONS FROM 01.10.2023	DESCRIPTION
RAW SPACE	MIN 18 SQM	230 EUR/SQM	255 EUR/SQM	<ul style="list-style-type: none"> • Space Only
STANDARD BOOTH	MIN 9 SQM	260 EUR/SQM	275 EUR/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	280 EUR/SQM	300 EUR/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.

KOELNMESSE THAILAND (c/o EXPOLINK GLOBAL NETWORK CO., LTD)

54 B.B.Building, 10th Floor, #1007, Sukhumvit 21, Asoke Road, Klong Toey Nua, Wattana, Bangkok 10110

THAILAND Achara Kongkaew
achara@koelnmesse-thailand.com
Tel: +66 (0)6 3224 7311 LINE: angie7311

INTERNATIONAL Andrew Chan
andrew.chan@koelnmesse.com.sg
Tel: +65 9387 3588 LINE: drewc1101