

10 - 12 April 2019

Hall No. 1, Bombay Exhibition Center,
Goregoan (E), Mumbai
www.cbmeindia.com

POST SHOW REPORT



OVERVIEW



The **Children, Baby Maternity Expo India (CBME India)**, a uniquely positioned Informa Markets India expo concluded its 7th edition on 12th April, 2019 at the **Bombay Convention and Exhibition Centre, Goregaon, Mumbai**. CBME India is the largest children, baby and maternity product business expo in India that offers a platform to local and global manufacturers, & sellers of baby products an opportunity to connect, network and conduct business.

The inaugural ceremony of CBME India 2019 took place in the presence of special invitees - Ms. Rekha Chaudhari, Global Wellness Ambassador of India and Managing Director, One Line Wellness Pvt. Ltd.; Mr. Rajesh Vora, Managing Director, Chicco; Mr. Yogesh Mudras, Managing Director, Informa Markets India and Mr. Abhijit Mukherjee, Group Director Informa Markets India amidst an industry gathering.

The three-day expo witnessed a varied participation from over 130 national and international exhibitors from 10 exhibiting countries such as China, Korea, Hong Kong, Australia, Canada, Germany, Japan, Singapore, Russia and Taiwan to name a few. CBME India hosted a Korea Pavilion by **Korea Federation of Clothing Merchant Federation & a Hong Kong Children Babies Maternity Industries Association (HKCBMIA) Pavilion**.

The expo was also well supported by key associations such as **All India Association of Industries (AIAI); Indian Imports Chamber of Commerce and Industry (IICCI); Franchising Association of India and Licensing Industry Merchandisers' Association (LIMA)**.

Some of the key exhibitors included **Artsana India Pvt.**



Ltd., - Chicco, Nobel Hygiene Pvt. Ltd., Mitsui & Co. India Pvt. Ltd. - Merries, PUR Thailand, Tiny Twig Apparel Pvt. Ltd., Softsens Consumer Products Private Limited, NOVATEX GmbH, First Care India Private Limited - BuddsBuddy, Azafran Innovacion Ltd., American Hygienics Corporation, Mother and Babycare Inc. - Little Angel, Indify Ventures - OK Baby & BEABA, Maiden Distributors amongst others, who showcased at their latest products catering to this niche industry at the 7th edition of the expo.

The show brought together more than 450 major global and Indian brands, to showcase innovative and an exhaustive spectrum of baby care products, toys, baby food, organic clothing, nutraceuticals, ergonomic furniture, licensing brands, stationery, gifts, infant safety technology, brain development tools among a rich array of other quality, technologically advanced and aesthetically pleasing international products. Industry players catering to baby, child wear, children shoe stores, maternity wear shops; toy shops, supermarkets, hypermarkets, department stores, pre-schools, nursing homes, individual buyers, service companies, designers, associations and

Speaking at the conclusion of the 7th edition of CBME India, **Mr. Yogesh Mudras, Managing Director, Informa Markets India** said, "Continuous innovation and development of brands and increase in investments from both domestic and International stakeholders have majorly contributed to the growth of this industry in the recent years making India a worthwhile market for such. We see the industry making a shift towards a more organised market from an earlier fragmented one. With structure comes innovation and technology that has helped widen the market further. Unique initiatives like CBME India play a very important part to provide information and education as well as the inspiration to raise the bar for the children and maternity market. While the baby care and children products are evolving, an even greater potential exists for the maternity products segment that needs to be unravelled. The kind of industry response we at Informa Markets India have received towards CBME India 2019 further validates the potential of this industry."



MR. RAJESH VOHRA, CEO, Chicco,

"We have been associated with CBME India right from its beginning and it has been a great platform which is helping the baby care industry take shape in India. Chicco, being an international baby care brand is always supportive of such platforms. This year, Chicco introduced many new products at CBME India 2019 including the Anti-Mosquito Baby, Next2Me Magic and also the global best-seller awarded product Baby Hug 4 in 1. As the name suggests, Baby hug is 4 products in 1. It is a comfy crib and converts into a comfortable recliner. It becomes a highchair for the baby, as well as its first chair CBME India 2019, like its previous editions has been successful for us and we look forward to exhibiting in the upcoming editions as well."



CBME India 2019 consisted of a number of salient features including power - packed knowledge sessions, seminars, discussion of new trends and various international pavilions to surge into the rapidly expanding and diverse retail sector in India.

Day 1 saw presentations and seminars by WGNS, the Trend Partner for CBME India 2019 that discussed Kids Fashion trends, Toy trends and Retail concept. Sessions by industry speakers included topics such as - '**Fast Fashion impact on the kids wear market**' and '**How Brands are adopting Closed Loop Recycling to incorporate sustainability**'.

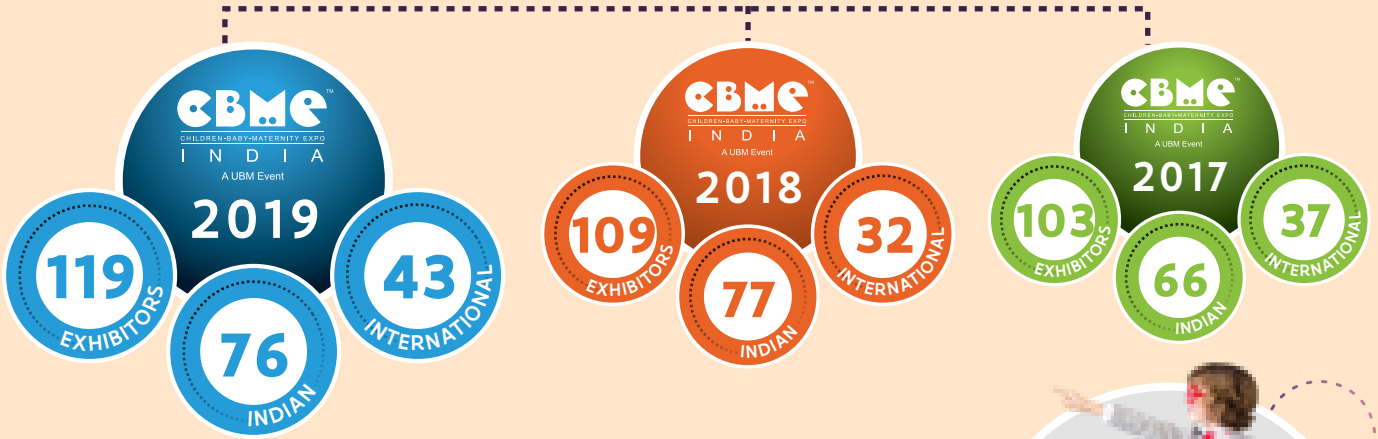
Day 2 saw a seminar on **Licensing of Kids Brands - Trends and Thoughts Triggers for Future Growth** and a Panel

Discussion followed by a Fashion show - **Cool Kids Fashion India** in association with UDAAN that highlighted premium kids fashion accessories and clothing (age 0-14 years) from both well-known and emerging designers, brands and manufacturers. The topic of discussion for the Panel was - '**Changing Consumer Behaviour - Trends and Opportunities**'. The event also witnessed the announcement of one of a kind initiative by Informa Markets India - '**IMP CBME Brands**' a bi-annual program, which will be a nationwide quest for India's most preferred brands in the children, baby and maternity products industry, and conferring on them, the exclusive privilege to license the prestigious IMP logo for all their marketing engagements, such as online campaigns, hoardings, merchandising, press announcements, product packaging and advertising.

GROWTH HISTORY



EXHIBITORS



EXHIBITORS



STORY IN NUMBERS

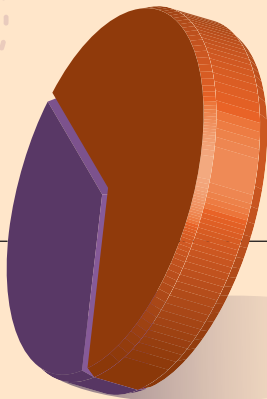


VISITOR DEMOGRAPHICS

EXHIBITOR DEMOGRAPHICS

REPEAT VISITORS

33%

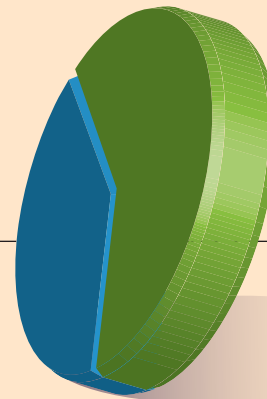


FIRST VISITORS

67%

FIRST EXHIBITOR

39%



REPEAT EXHIBITOR

61%

SATISFACTION

SATISFACTION



68%

EXTREMELY SATISFIED



30%

SATISFIED



2%

HARDLY SATISFIED



50%

EXTREMELY SATISFIED



47.5%

SATISFIED



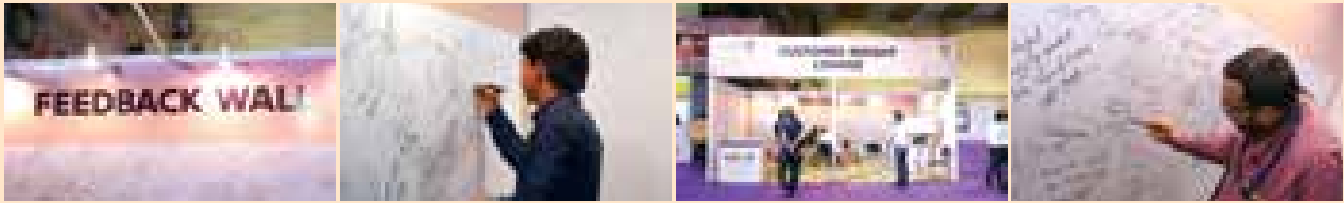
2.5%

HARDLY SATISFIED

BUSINESS & BEYOND



CUSTOMER INSIGHT LOUNGE

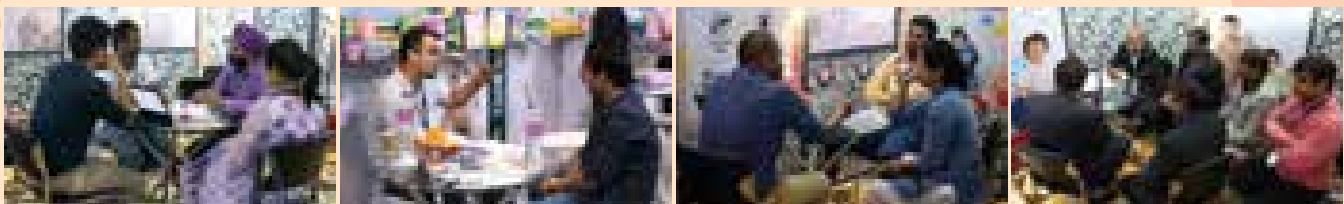


AWARDS



B2B MEETING LOUNGE

The B2B Meeting Scheduler was created as a unique platform where the exhibitors and visitors can connect with each other and pre-fix meetings at the show. The platform was used extensively and 120 meetings were pre-fixed to be executed at the dedicated B2B Meeting area. The platform was constantly tracked until the show with several reminders being given to the concerned parties regarding their scheduled appointments. The success percentage of executed meetings was very good in CBME with 85% of the fixed meetings being done at the show.



UNIQUE PRODUCT

One of the biggest highlights of the show was the Unique Product Showcase. The Showcase boasted of the top ten unique products as voted by the visitors on the CBME website and onsite. The raging battle to crown the 'Most unique product of the year' witnessed over 23000 votes and 117 reviews.



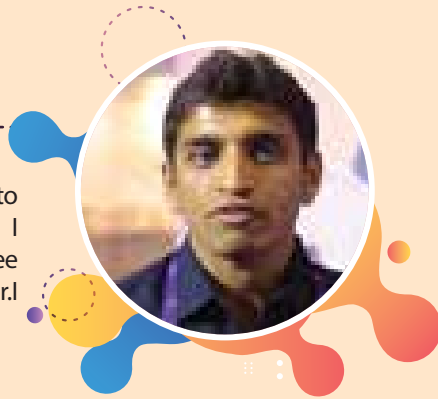
INDUSTRY PRAISE



AJIT MEHTA

Jack & Jill (HCM Retail)

This is my 5th year at CBME India. This is a wonderful way to see baby products under one roof, The best thing I experienced this year was food items and im pleased to see that more indian manufacturers are entering in this sector. I wish all success to Informa Markets India's CBME event.



AMIT KUMAR PODDAR

Shree Balaji Enterprises

I never knew there is so much demand for baby products and I am glad I explored it , as I was able to find all the brands and products under one roof. I could see so many imported and innovative products here. I can expand my store inventory by visiting CBME every year. Earlier there were only Indian products available at our stores but now even imported products are available in our store. So it helps to increase our sales and customer base. CBME India is a very good platform where a lot of retailers and retailers come to expand their business.



ISABELLE BHRAHIM

MD, BEABA Asia (Exhibitions)

I had visited CBME India twice in past and now I feel happy to be a part of it as an exhibitor. It's pretty good experience of being here.



PIYUSH MANGLANI

Rooprang Stores (Hosted Buyer)

We are participating in CBME since last 2 years. I have seen innovation in this edition.



KRISHNA SHIGHAKOLI

CEO, Buddsbuddy

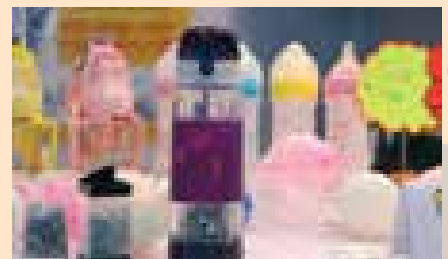
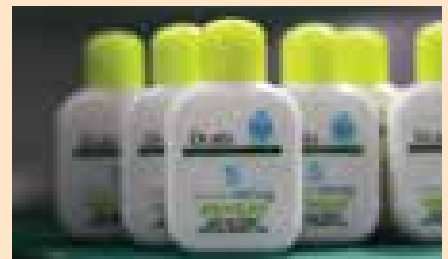
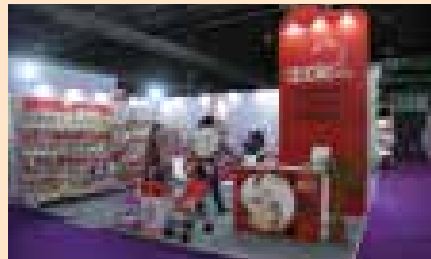
We at Buddsbuddy are very much honored and delighted by receiving an award of the most innovative product of the year in CBME 2019. It's fun to be here and see the energy.



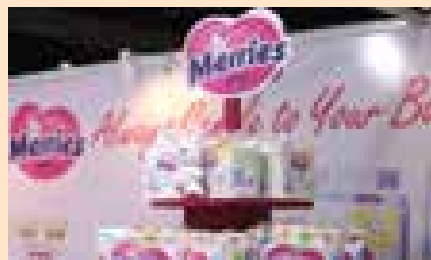
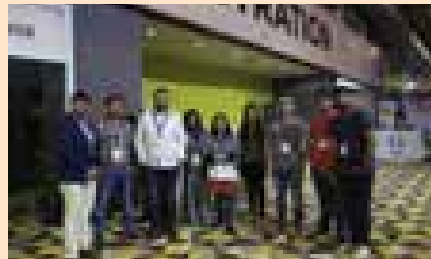
COOL KIDS FASHION SHOW



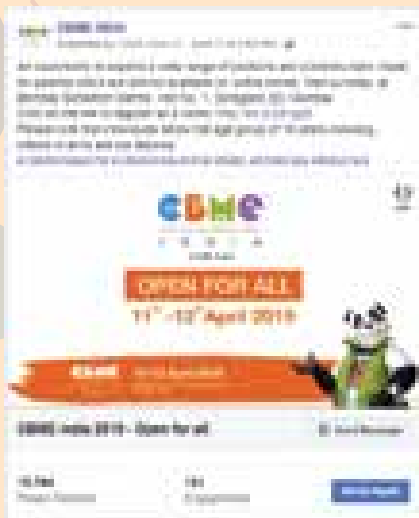
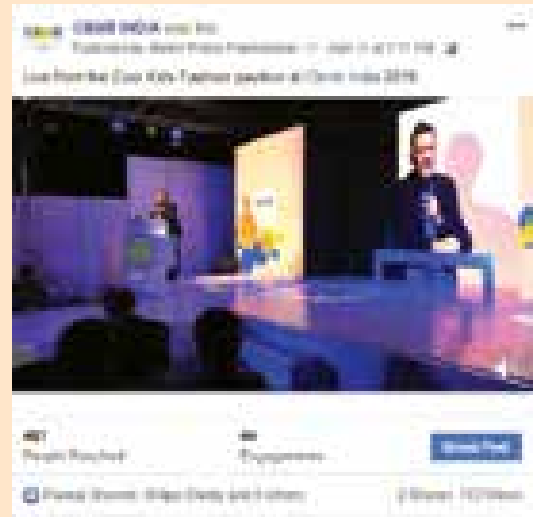
GLIMPSES



GLIMPSES



SOCIAL MEDIA



CONFERENCE



10th April 2019

14:00 – 15.00 Kids Fashion trends, Toy trends, Retail Concept by WGSN trends

Speaker: Urvashi Gupta - Head Account Management - South Asia

15.00 – 15.30 How Brands are adopting Closed Loop Recycling to incorporate sustainability

Speaker: Sakshi Khurana Design head, Kids Business, Benetton

15.30 – 16.00 Fast Fashion impact on the kids wear market

Speaker: Shantanu Dugar - Director, Nauti Nati (Omega Designs Pvt. Ltd.) Kids Business, Benetton

SOME OF THE BRANDS AT CBME INDIA



7 - 9 May 2020

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GROW YOUR BUSINESS OPPORTUNITIES!

India's No.1 Sourcing Event for Child, Baby and Maternity Products.



SHOW HIGHLIGHTS



20 Participating Countries



B2B Meeting Area



450+ Brands



International Pavilions



150 Hosted Buyers



Unique Product Showcase

CONFERENCES / SEMINARS / KNOWLEDGE FORUMS

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