

In the baby care products industry, we all realize that attending the trade fairs is a must. We travel to Cologne, Hong Kong, Canton and other events in our own countries.

But have you ever thought about exhibiting or visiting the nursery products fair in Poland? Well, there are at least five reasons why you should!

### Promising market

Let's start with the figures. Poland is sixth biggest country within the European Union, and number 1 in Eastern Europe (excluding Ukraine, which is not an EU member state). There are 38.2 million Polish citizens and 10 % of them are children (0-10 years old). Almost 400,000 babies are born each year. Polish



customers' purchasing power is significantly lower than in Western European countries, but it is continuously growing.

What is more important, the market still is not as mature and saturated as in Germany, UK or France.

Retail is very fragmented, with about 2.500 independent shops, which are specialized in toys and baby products.

There is no data available about baby products overall sales; we can only refer to toys – it is estimated that they generate revenues of about 400 million euro per year.

An important fact is that Poland is a part of European Union and Schengen Area, so to get there you do not even need a passport and do not have to bother about border controls.

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## BCMI report:

# Five Surprising Reasons to attend Trade Fairs in Poland



### Gateway to Eastern Europe

Smaller Eastern European countries, like Czech Republic, Slovakia, Hungary or Baltic states, often do not have enough potential to order whole containers. This is why the biggest Polish suppliers also deliver to these countries (and beyond).

ToysRUs, entering the Polish market in 2011, clearly stated that if they succeed there, they will expand to other neighbouring countries.

Over 70 % of the foreign visitors of Kids' Time in Kielce (*the biggest baby products trade fair in Poland*) in March 2013 came from the following five countries: Czech Republic, Russia, Slovakia, Lithuania and Ukraine. That is because Polish producers of prams and baby clothing often export to these countries and they invite their customers to the fair.

### Dynamic growth

The show in Kielce grows very fast. This year, in the 4th edition, they had 146 exhibitors (2012:

71) and 2.500 trade visitors (2012: 1.300). The biggest exhibitors, with booths from 100 to over 400 sqm, were: Dorel Poland, Chicco Poland, Marko (*distributor of Tiny Love, K's Kids, HTS BeSafe, DreamBaby, iCandy, Mima, Nuby and many other brands*), Euro-Trade (*distributor of Graco, Jane, Playgro and others*), Mini-Maxi (*distributor of Concord, ABC Design and Maclaren*) and the biggest Polish manufacturers of prams: Adamex, Baby Design Group, Babetto, Deltim and Tako.

After the success of the latest edition, Kielce Fairs decided to make a significant change. In 2010-2013 the visitors were both professionals and consumers. In 2014, for the first time, all the three days (February 27th - March 1st) will be reserved only for trade buyers – and thus closed for the public.

### Professional organizers

Are you afraid of the «Wild East»? This means you believe in



The big baby care distributor Marko is, among many brands, also representing the Norwegian HTS BeSafe products.

stereotypes, not facts. The Kielce Fairs ranks second among Central-Eastern Europe trade fairs centres. They have just built a new congress centre with multi-level parking. They organize almost 70 events each year, e.g. Plastpol (*plastics and rubber processing fair, 700 exhibitors from 33 countries*) and Agrotech (*agricultural techniques fair, over 600 exhibitors from 19 countries*). Kielce is conveniently situated between Warsaw, Cracow and Katowice, so you can get there easily from three airports located within 200 km.

### Low prices, low risk

You do not need a bank loan to attend trade fair in Poland. Exhibition space costs usually some 50 euro per sqm. A room in a three star hotel (*breakfast included*) – also 50 euro. Most spendings are significantly smaller than in Western European countries. You will surely take it into consideration, if you rate your investments on the basis of how much money you have to put into it.

Even if you are not going to exhibit in Poland, how about visiting the trade fairs in this country?

Have you ever heard that Po-



lish region Silesia is the biggest European manufacturing centre of prams and strollers? There are dozens of companies producing baby carriages. You can meet some of them in Cologne or Harrogate, but in Poland you will see much more.

Sourcing from China is common, due to low labour costs, but it is not always the best solution, especially if you depend on time or want to order small amounts. It is easier, and cheaper, to visit the factory in the EU than to fly to Asia. Transport costs are also much lower, of course.

One thing is very similar: Polish and Chinese are very difficult languages to learn. Fortunately, there more and more people speaking English! ☐

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