

Harrogate Nursery Fair Café gets cheeky makeover

Cheeky Rascals is 20 years old this year and to celebrate the company is doing something a little bit different at the Harrogate Nursery Fair. In addition to its stand (HP85), Cheeky Rascals is also taking over the café in Hall H.

Visitors wanting to see the Cheeky Rascals team can arrange an appointment in advance by calling the office on 01730 895761.

The company has lots of exclusive offers for show visitors and anyone pre-booking a meeting can also partake of a free coffee from the Cheeky Rascals café.

Cheeky Rascals, stand HP85, Cheeky Rascals café – Hall H.



Record show for KIDS' TIME

KIDS' TIME 2016 boasts record-breaking results. Year after year, the Kielce's child product business sector's expo has recorded double-digit growth with regards to the exhibition space, number of exhibitors and visitors. The seventh International Fair of Toys and Products for Mother and Child KIDS' TIME was held from 25th-27th February - 2016's edition has broken records in all categories. The exhibition space of more than 14,000 sq.m in the Targi Kielce expo centre was the showcase for 407 companies and nearly 5,500 visitors. KIDS' TIME is one of Central & Eastern Europe's greatest events in child-care products and services business sector. This year's edition has only proved the expo's considerable prestige and its significance on the world's map of industry events, already becoming a permanent fixture in Polish distributors' and retailers' calendar.



Also important is the event's development, demonstrated with the always-growing interest of foreign customers. This year's expo has offered exhibitors the chance to talk business with visitors from all over Europe, and even countries from as far afield as the United States. Dubai also had their representatives. The industry cannot possibly imagine the beginning of the year without Kielce's expo!

www.targikielce.pl/en



The Baby Show returns

The Baby Show with MadeForMums, one of the UK's largest shopping destinations for new and expectant parents, is returning to the NEC Birmingham, May 13th-15th.

The show, now in its 14th year, has continued to grow, with the last show at ExCeL delivering the event's highest number of visitors yet. The last cycle of shows achieved a record £30 million visitor spend and over 64,000 visitors.

Targeting new and expectant parents, the show features the widest choice of baby essentials including buggies, feeding equipment, clothing, toys and nursery furniture from both leading and boutique brands. Many exhibitors see this as a perfect opportunity to launch and showcase their products, getting them straight into the hands of their primary target market: new and expectant parents.

www.thebabyshow.co.uk

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Fast-growing Chinese market

The 2016 editions of Toy & Hobby China and Baby & Stroller China will be held at the Guangzhou Poly World Trade Center Expo from April 8th-10th and



are expected to attract over 1,000 exhibitors. The two concurrent shows will feature an International Zone for the first time in order to meet the increasing demand of international companies to take advantage of the huge and fast-growing Chinese market. The Zone will be ideally suited to international brand-name toy and baby product suppliers due to the strong reputation in China of overseas brands. In addition to this new area, returning highlights of the fairs include the Animation and Character Licensing, Electronic Pre-school and Pre-school Amusement Play-set Zones, as well as the Hong Kong Pavilion. Popularity of the shows has grown exponentially during the last five years, with a 62% increase in buyers between 2010 and 2015 to 40,012 (from 73 countries & regions). However, the quality of these buyers is what sets these fairs apart from others in the Chinese market. Not only did it attract big retail brands, but many of those sourcing at the fairs were there to make purchases, with 94% of buyers having full or partial purchasing authority.

www.messefrankfurt.com.hk

CBME China is on the move

One of the world's largest sourcing events for children, baby and maternity products, CBME China will move to a new venue in 2016 - the National Exhibition Convention Center (NECC) in Hongqiao, Shanghai - from July 20th-22nd. The event will now occupy a 223,305 sq.m exhibition space, hosting over 3,000 local and international brands from over 2,250 exhibitors from all over the world, covering a wide range of products.

China's licensing market was pegged at \$1 billion, which only accounts for 2.5% of the global market. Considering the huge interest and growth in this sector, CBME China 2016 will launch an expanded and enhanced Licensing Zone, where new properties, characters and license partners to meet and grow their business in China, in partnership with Licensing Expo, Las Vegas and Brand Licensing Europe. Co-located with CBME China, Cool Kids Fashion



Shanghai is China's must-attend children fashion event for trade professionals. It will feature a complete overview of children clothing and accessories from over 90 brands. The event is comprised of an exhibition, Designer Fashion Show, Trend Forums, and more. Moreover, with the move to the new venue and the increase in exhibition scale, more specialised zones and pavilions will showcase the latest and best in the industry.