

Kids' Time Kielce Trade Show **Delivers on Excitement**

10th anniversary fair, delivers a decade of toys, games and baby industry growth and discovery in Poland.

By Lena Hedö, Sweden, Reyne Rice, USA and Daniele Caroli, Italy/Russia, who work together in International trade magazines associations for the toy and baby products sector.

Held at the Targi Kielce Fairgrounds in Kielce Poland February 20-22, this business-to-business trade fair represents an attractive cross-roads opportunity and a gateway between Western Europe and the Eastern Europe, CIS, and Russian countries. With a decade of growth for the toy and baby industry business in Eastern Europe, it has grown consistently every year, from 1,5 halls in 2011 to 9 halls in 2019.

were represented at the Fair, in- ed sign of the importance and in- bitors. 8200 visitors gathered from

Polish manufacturers, Scandinavian brands, Turkish exhibitors and multiple global licensed and entertainhad their own booth at the Fair for chon, added: the first time.

Joanna Marcjan, Deputy Director of the Trade Fairs Department, responsible for the Kids'Time Kielce Fair announced:

- We have plans to build a new The fair covers 20,202 square meters. hall with 12,000 square meters, The Fair has grown to include 566

cluded a large representation from terest in the business conducted at this Fair.

The President of the Targi Kielce ment brands. MGA Entertainment Management Board, Andrzej Mo-

 Kids'Time Fair serves as perfect proof of the rapid development and interest in the children's products and business services sector - not only in Poland, but from a global perspective.

The largest worldwide key brands commencing in 2020, a continu
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exhibitors with 117 foreign exhi-



Kinderkraft: This new entry in the balance bike market was designed by a cooperation between Poland and Israel and is available in Spring 2019.



Trefl: Octopus Party is their newest game invention, launching in 2019. Photo includes Sylwia Poplawska (Vice President of Marketing) and Aleksandra Krzyminska (PR and Promotion Manager) and Reyne Rice (Global Trend Hunter).



Cobi: A highly anticipated launch for June 2019, with 2,450 pieces, designed for ages 12+, depicts the infamous World War II Japanese battleship. Yamato,

47 countries, with the highest concentration from the surrounding Eastern Europe, CIS countries and Russia. Participating exhibitor countries included Belgium, Bulgaria, China, Czech Republic, Estonia, Finland, Germany, Italy, Latvia, Lithuania, the Netherlands, Poland, Romania, Russia, Slovakia, Slovenia, Spain, Turkey, Ukraine, United Kingdom and USA.

- Kids' Time Kielce is an important fair, offering a more economical option for many trade guests, retailers and exhibitors, than the bigger fairs in Germany. We have lower costs associated with travel, hotels and other related expenses, which is especially relevant for exhibitors and visitors from Czech Republic, Hungary, Slovakia and Turkey. We are seeking exhibitors from the West and visitors from the East, especially from Russia, which is one of our arch. Sales last year were estimated



Urszula Kaszubowska, Editor-in-Chief, Branza Dziecieca Toys & Baby Products Trade Magazine.

most important target markets, said Joanna Marcjan.

The size of the annual Polish toy market is estimated to be 800 Million Euros (\$900 Million US dollars) according to Pawel Szmidt of RMD (Retail Market Data) Rese-

to have increased 5% in value and 10% in units.

Traditional Toys are once again the main focus for Polish consumers, with 30% of all toys purchased through online channels. The largest online channel is Allegro, which established an early market share in e-commerce in Poland. 30% of the tov market is represented by independent retailer shops. SMYK is the largest nationwide toy retailer.

Traditional Games are receiving a renewed focus worldwide. This trend also holds true in Poland. Outdoor Sports continued to be a growth segment, the global trend of parents that want their families to engage in more sports and outdoor activities. Urszula Kaszubowska, Editor-in-Chief, Branza Dziecieca Toys & Baby Products Trade Magazine confirmed:

 Toys that encourage parent and child interaction are one of the biggest and most important trends in Poland this year.

Poland has become a major manufacturing resource, reaching into all surrounding countries for export, representing the largest concentration for stroller/pram manufacturers in Europe. One of the leading Polish manufacturers, Kinderkraft, also claims the title of being the largest balance bike producer in Europe. Their CEO Leszek Krysieniel, explained:

- We have been successful by mer-



TM Toys: Their proprietary brands include Fru Blu bubbles, shown here with Commercial Director Radoslaw Hec.

chandising our product range online with instructional videos for parents and merchandisers, for both lion Euros in 2018, with a growth the Polish market and export marof 20% over 2017. They have 70

Trefl is the largest Polish manufactu- keep costs low. rer and the fifth largest toy company in Poland, measured in market share. flexibility, stated their Commercial Their main concentration is games and puzzles, produced in their factories in Northern Poland. They began their company with producing puzzles, nearly 35 years ago, then added games 15 years ago, and for the past decade, they have added distribution for VTech, Hape, SIKU, and Science4you. TREFL is a family owned company that employs 550 full year workers, with a 2018 turnover of 40 Million Euros. The founder/owner is still actively engaged in the business. They export to 50 countries, through a broad distribution network.

Cobi began their manufacturing business 30 years ago, in the puzzles and games category, and then the founder Robert Podles shifted their core focus to construction for the most recent 20 years. They manufacture in Poland in their own factories and have a HQ office in Poland, employing 300 full-time workers. Their core strength leads the latest global trend, Kidults, where adult collectors are huge fans of their World War II themed, authentic and true-to-life highly detailed construction sets. Their most popular brand is their WW II genuine scale-model replications of battleships, tanks and other military models.

TM Toys began in 1997 and was originally operated by Brio Toys, Poland. They officially changed their name to TM Toys in 2006, using the first initials of the two major partners, Tomas Persson and his partner Magdalena Duhanik. TM Toys is a seasoned distributor of multiple large international brands, including Schleich, Ravensburger, Geo-Mag, Jazwares, Moose and more. The company's strategy is to distribute the best quality branded toys of recognized global manufacturers, with a special focus on licensed toys.

They have their own production and distribution, including their proprietary bubble brand, Fru Bru. Annual turnover was 50 Milfull-time employees with many of their job functions outsourced, to

- One of our main assets is our Director Radoslaw Hec.

Interviews with three Polish manufactures and one distributor by Daniele Caroli, editor-in-chief at Parents' Choice, Russia.

Created one and a half year ago in partnership with Mini-Maxi, a Polish distributor with almost 30 years of experience in the nursery products market (ABC Design, Concord and Be Cool are among the brands they deal with at present), Muuvo was born with the idea to make every day easier for mothers, says Maciek Waloch, Project Manager: "Quick, our first stroller, was launched into the Polish marketplace in November 2018. It is very light and comfortable, reversable and easily foldable with its seat, a more Western Europe-oriented concept if compared with the bigger strollers which are a standard here. At Kids" Time we now introduce a new stroller, Flex. Our products are manufactured in China and their quality is good since our agents there gave us the right suggestions for the choice of the factory. We already have contacts with at least 10 countries in Eastern Europe and we have begun receiving orders. As to Russia, our expectations are good since we believe our prices are right for that market.



Quick stroller by Muuvo.



Scandinavian Baby's Piotr Dmowski shows the Kids" Time STAR award.

The story we hear from Lukasz Karwala, CEO at Avionau, is very

The company was founded in 1980 by my parents - they still are in the company – who started with injection machines. Ten years later we began producing plastic parts, as OEM, for baby stroller manufacturers based in Częstochowa and after some time, as requested by our customers, we designed our first car seat, a Group 0+ model that could be fastened onto the strollers. Around 2012 I decided to develop more car seat models as a separate company that I called Avionaut. At present the two companies are reunited again in one. Thanks to special technology and materials we launched Pixel, the lightest 0+ car seat in the world, but very safe just the same. It took time to introduce our products into the Polish and international markets, but we were eventually successful, and we designed Aerofix, an up to 105 cm car seat according to the i-Size standard, that





Distributed in Poland by Marko, the

country's leading nursery products

distributor. Bumprider, owned by

Elite Group AB, is a Swedish brand

which was awarded the 2018 Kind +

Jugend Innovation Award (World of Moving Kids') for its Connect stroller.

The company's CEO, Nicklas Lind-

blad, shows us the product which

can be easily converted into a twin

stroller using magnets and informs

us that the magnets now can also

be used for accessories, a bag or a

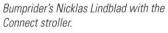
basket, tested for a maximum weight of 25 kg. It is expected that the Con-

nect, already exported to more than

15 countries, will be available in over

30 by the end of the year. An impro-

pany, there is a big evolution going on in the Polish nursery products - At the beginning the traditional distribution channels were on top and small chains started deve-

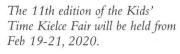


cabin, explains Vita Kovalko, assistant to the CEO and manager of the China projects. A totally new design has been developed in one and a half year by our R&D team in Russia there is a branch office. for Quant, whose hood and some inner textile elements are made of followed by Cross-two more have recycled materials (plastic bottles); it can be folded and unfolded with Air-X and the 2-in-1 system Quant, one hand and it features the cradle's mattress with memory foam and Air-X is foldable with one hand LED frontlights to show the way in and can be taken into the airplane's the dark and for safety.









dently it is not the main point.

nursery products. Price is very im-

portant for most consumers, but for

Scandinavian Baby's customers evi-



Avionaut's Aerofix (left) and Pixel car seats with their base.

can be applied to the same base as

the light one. Now we are focusing

in the promotion of the rearward

position through conferences where

experts explain to retailers the diffe-

rences in terms of safety. We export

to several countries, Russia inclu-

ded, and we have just added a new

model, Max Space (Group 2/3), to

Established in 2012, Anex is a Po-

lish brand specializing in baby strol-

lers, car seats and accessories for pa-

rents, with production facilities in

Poland and, for textiles, a manu-

facturing unit in Ukraine that also

supplies other companies. In a few

years, the company's products have

reached more than 40 countries;

To Anex first models - Sport soon

been recently added, the lightweight

which are manufactured in China.

our range.