

CHILDREN-BABY-MATERNITY EXPO

TURKEY



**INTERNATIONAL İSTANBUL
CHILDREN BABY MATERNITY
INDUSTRY EXPO**

13-16 JANUARY 2021

Istanbul Expo Center Hall 1-2

www.cbmeturkey.com



“ As the first baby sunglasses company in the World established in 1950, this is our second time exhibiting at CBME Turkey. I must say that the show is very international. We met many clients from Russia and North African countries. ”

Idol Eyes - Australia,
Peter Carruthers - Owner
CBME Turkey Exhibitor



Turkey... Discover the Potential!

-  1.25 million newborns annually.
-  More than 19 million children under the age of 14.
-  Largest youth population compared to European countries, 30% of the total population is under age of 17.
-  More than USD 700 annual spending per baby for ages 0 - 24 months.
-  In last 3 years, the number of baby kids store chains over 100 sqm has grown from 200 to 500 in 3 years has increased from 200 to 500.
-  The last 3 years' annual growth %20 is expected to continue at the same rate in the next five years.

Istanbul... The Heart of Trade!

-  Being the center of finance and industry of Turkey, **Istanbul** can be defined as a business hub for world markets thus remains its global importance for centuries.
-  Commercially viable and strategically crucial, **Istanbul** has one of the strongest geo-locations in Eurasia, hence ideal business meeting point with easy access.
-  Acts as a bridge where you can reach **1.5 billion customers** efficiently and cost-effectively, **Istanbul** is located only a single flight distance to many potential countries for export.



“ We as Best Seller company, exhibit for the first time at CBME Turkey under our brand; Name It. We had really good visitor quality and we will definitely exhibit next year as well. We had many potential customers and many visitors from different countries around the World.

Name It (Best Seller, Jack & Jones, Only, Vera Moda) – Denmark, Cecilie Pehrson – Country Sales Manager CBME Turkey Exhibitor



2020 EXHIBITOR ANALYSIS



10
INTERNATIONAL EXHIBITING COUNTRIES



EXHIBITOR PROFILE





SAFE LINE MOON



CONNECT WITH QUALIFIED TRADE BUYERS AND MAJOR DISTRIBUTORS AT THE MOST IMPORTANT CHILDREN BABY MATERNITY EVENT IN THE REGION

As an established one-stop trade fair with nearly 30 years experience, CBME Turkey brings together top quality trade buyers from target countries looking to discover new brands, do business, and build reliable relationships. This is the perfect platform for you to meet top buyers, manufacturers, distributors and suppliers. Besides, industrial seminars and Hosted Buyer meetings are your great chance to layout your business in the region!



The cost of arranging a meeting with your clients through trade shows is 40% lower than other forms of meetings. Also, the sales person gets to **meet 30% new and potential clients through trade show.**

Opportunity to research a market potential and understand market trends thus establishing development direction & strategy.



Opportunity to strengthen relationships with existing customers, meet with a large number of new potentials customers.

Promote company image, increase product visibility, and market competitiveness.



BRAND

ADD NEW CONNECTIONS TO YOUR PROFESSIONAL NETWORK

At the most influential export-oriented exhibition of the baby and children sector in the region with it's world-class exhibiting brands which rapidly convey their wide range of products.



“

We are here to have a look at all different kinds of products. I am very impressed with the fair, it looks fantastic, so crowded and there is a really good atmosphere here. We have seen all different kinds of products for example; baby clothes to blankets. We really enjoyed the kids clothing brands for young age raga and and all the other different exhibiting companies.

CSCC Global Limited - United Kingdom,
Conor Jaafari
CBME Turkey Visitor

”

2020 VISITOR ANALYSIS

16.926

PROFESSIONAL VISITORS

122

VISITING COUNTRIES

200

HOSTED BUYERS

32%

INTERNATIONAL RATE

15
TOP VISITING COUNTRIES



ALGERIA



IRAQ



LIBYA



RUSSIA



SAUDI ARABIA



PALESTINE



IRAN



UKRAINE



KAZAKHSTAN



EGYPT



GREECE



ISRAEL



MOROCCO

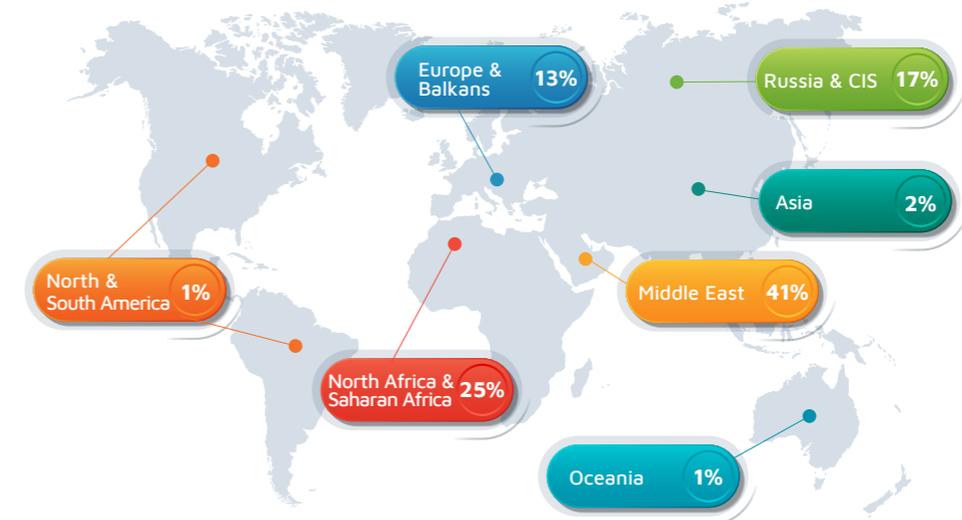


BULGARIA



TUNUSIA

GEOGRAPHIC BREAKDOWN OF THE INTERNATIONAL VISITORS





“

“We have a shop in Kazan. We had the opportunity to look at many different models at the fair. We especially liked the product groups for up to 14 years old. We wanted to buy everything immediately. There were many different options from casual dresses to ceremony dresses, children's suit groups. Thank you for bringing all these different and qualified products group under one umbrella.

**Baby Fashion Kids - Russia,
Yulia Shakirova
CBME Turkey Visitor**

”

EVENTS

Join the unique events organized at the CBME Turkey, the one-stop sourcing hub of the Middle East, North African, CIS, and East European regions.

WGSN[^]
BY ASCENTIAL

Taking into consideration the global values, CBME Turkey have signed a two-year partnership agreement with the world's trend authority WGSN in order to contribute to the sustainability of the sector and to guide the shaping the future of the industry. Within the framework of this cooperation, CBME Turkey commits to have trends seminars during the exhibition both for its valuable visitors and exhibitors.

Autumn & Winter 21/22 Trend Seminar By WGSN

Ms. Seden Ünlü, WGSN Account Manager of Turkey will present Autumn-Winter 21/22 kids wear trends to attendees on the second day of CBME Turkey in a dedicated seminar room in the venue. The presentation will include macro trends affecting kids wear; color, pattern, fabric, apparel and accessories.



Hosted Buyer Program

To assist commercial growth and encourage trade collaborations, the show will feature a **'Hosted Buyer Program'**. This program will facilitate meetings between buyers & decision makers from overseas and solutions suppliers who are exhibiting at CBME Turkey.

MARKETING EXPOSURE

Take the Lead with Excellent Exposure & Marketing Opportunities

“

CBME Turkey is very beautiful and enjoyable. I am mostly interested in toys, baby and kids hardware products. The fair is growing and getting better each year. I am planning to visit next year to find more products that are in my interest area.

Hepsiburada.com - Turkey
Hakan Başer, Mother&Baby&Toys Category Manager
CBME Turkey Visitor

”

INTEGRATED MARKETING COMMUNICATION CHANNELS



10K+ Followers



6K+ Followers



2K+ Followers



website traffic
170K+
per year



e-mail database
62K+



sms database
64K+



telemarketing
220K+
reach



public relations
6M+
people reach
(Including trade and main
stream media coverage)



print advertising
211K+
circulation
(Including trade media and
local area advertising)



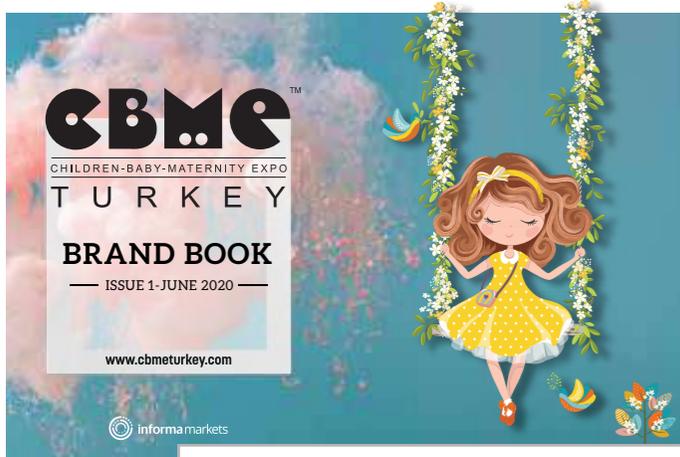
digital advertising
7M+
impressions



partner promotion
20+
industry association & media

GROW YOUR BUSINESS

With integrated 365 days CBME Turkey Digital Marketing Tools



TRUE KIDS

Celebrating its 25-year anniversary as the premier designer of children's clothing in Turkey, Kids Nook continues to be the go-to company for the highest quality children's garments. Introducing a new generation of products that are better, safer, smarter, more fun and most importantly, Kids Nook is available in a full range of sizes, from newborn to teen 0-16 girls and boys. The brand is excited to introduce to you their line of revolutionary collection with exciting designs.

www.truekids.com | @truekids



ONLINE EXHIBITOR LISTING

Take the online exhibitor list featured advertising package on www.cbmeturkey.com, position your brand distinctly from other companies, always be visible, and contact your potential buyers before the exhibition. The available online exhibitor listing packages are; **Standard, Silver, and Gold.**



BRAND BOOK

Contact your potential buyers online and increase your brand awareness on the websites that receive **250,000** visits annually by taking place in the only brand book of the industry, which is accessed through the main menus of www.cbmeturkey.com and www.istanbulkidsfashion.com



ONLINE SHOWCASE

Reach the baby & children products sector buyers privileged by being the **featured company of the month** in the "Online Showcase" e-bulletin sent to **CBME Turkey & Istanbul Kids Fashion** database by sharing your brand information, product image, video, and catalog.



MOBILE APPLICATION

Make your brand visible by advertising in the **CBME Turkey** mobile application, which is prepared in English and Turkish and keep the pulse of the baby and children products sector throughout the year while always being at the hands of **subscribers whose number is increasing.**



SOCIAL MEDIA VIDEO (IG TV)

Catch the **marketing trend** of the future through the video advertisement created by **@cbmeturkey** **@istanbulkidsfashion** Instagram and Facebook accounts, which are actively followed by the baby and children's products sector professionals from all over the world.



TREND NEWSLETTER

Promote your products to the industry's **most comprehensive database** with the easiest way by taking part in the **CBME Turkey** and **Istanbul Kids Fashion "Trend Newsletter"** e-bulletin where developments related to the baby and children products sector are shared each month.

Placing Your Safety at the Heart of Our Events

CBME Turkey, will be organised in accordance with Informa's AllSecure health and safety standard. As the world's leading events' organiser, Informa has developed a detailed set of enhanced measures to provide the highest levels of hygiene and safety at its events, providing everyone with reassurance and confidence they are participating in a safe and controlled environment.

When you join our event, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.

All Informa events will be run according to official government and local authority guidance in the first instance, as well as any venue or location-specific regulations. In addition, all Informa events will follow the ten Informa AllSecure priority commitment. Wherever applicable and possible, our events will also apply the fuller range of standards and guidelines described in the AllSecure guidebook.

Post COVID-19, all Informa events will be run in accordance with the AllSecure standard, applying the full range of recommendations wherever applicable and possible, but with a commitment to ten key priorities:

Cleaning and Hygiene

-  **1 ENHANCED CLEANING:** All events will undertake enhanced, deep cleaning before, during and after our events, working with venue partners to ensure the highest standards of hygiene and cleanliness. This includes continuous sanitisation throughout the course of an event, with a focus on high-touch areas such as door handles, restrooms and food and beverage areas.
-  **2 PERSONAL HYGIENE:** All events will provide additional hand washing facilities and hand sanitising stations throughout the event space, encouraging all participants to regularly wash and disinfect their hands.

Physical Distancing

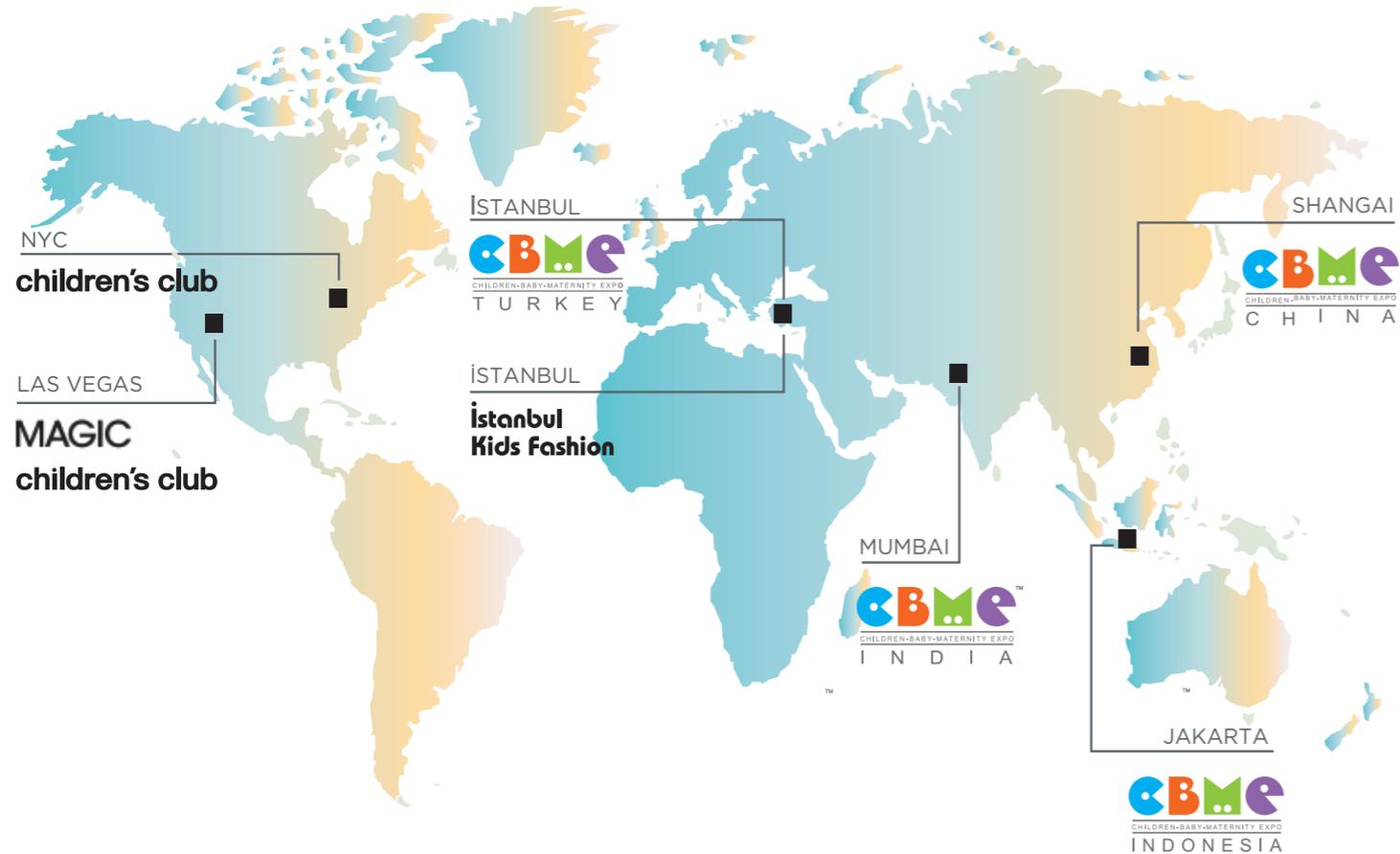
-  **3 NON-CONTACT REGISTRATION:** All events will employ a system that facilitates non-contact registration for participants, including the availability of online registration.
-  **4 PHYSICAL CONTACT:** All events will request that participants avoid physical contact, such as hand shakes and embraces, promoting alternative ways to greet business partners. The exchange of printed materials, such as business cards and sales brochures, will also be discouraged, with digital alternatives recommended.
-  **5 PHYSICAL DISTANCING:** All events will maintain a density of participants in line with local authority guidance. In the absence of local guidance, a minimum of 1-1.5 meters (or 3-4.5 feet) is recommended. This will be managed through one or more control measures such as pre-show communications to participants, a one-way traffic system around show floors, staggered entry times, on-site signage and floor markings and on-site social distance ambassadors.
-  **6 FOOD AND BEVERAGE STATIONS:** All event teams will work closely with venue partners to employ the highest standard of food safety, minimising self-service buffets in favour of pre-packaged food options. If any queuing is anticipated, social distancing will be maintained through the use of floor markings and relevant signage.

Detect and Protect

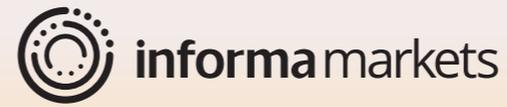
-  **7 PERSONAL PROTECTIVE EQUIPMENT (PPE):** Participants at all events will be asked to wear a face mask on entry. Further items of PPE, such as gloves and eye screens, will be used by participants and staff if appropriate, in line with local government and health authority advice.
-  **8 FIRST AID:** All events will have access to a qualified first aider and a separate quarantine area if possible. Participants will be asked not to attend if they are feeling unwell, and teams will follow local health authority guidance on detecting and managing anyone who displays symptoms of COVID-19.
-  **9 SCREENING:** All events will follow relevant health authority guidance on screening participants. This may include checking the temperatures of everyone on entry, through thermal scanning or other screening processes.
-  **10 TRACE AND CONTACT:** Should it be necessary, we will work with local authorities to trace and contact participants at our events, subject to local privacy regulations.

OUR BABY & CHILDREN PRODUCTS SHOWS WORLDWIDE

YOUR GATEWAY TO KEY SOURCING HUBS FOR BABY AND CHILDREN PRODUCTS



ORGANIZED BY



We include in our portfolio the children and baby products exhibitions **CBME China**, **CBME India**, and **CBME Indonesia** within Informa Markets, the world's largest exhibition organizer, as well as international prestigious "fashion" exhibitions such as the **Children's Club** and **Magic** held in the US. Therefore, we organize our exhibitions by assuring our exhibitors and visitors to be the greatest in the world. Our team in Turkey reflects our vast experience and strength in this field in every area. We lead the trends of the industry by organizing **CBME Turkey** and **Istanbul Kids Fashion** twice a year in January and June continuously for approximately 30 years.



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