



CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

**40<sup>th</sup>** INTERNATIONAL  
**İSTANBUL CHILDREN BABY  
MATERNITY INDUSTRY EXPO**

**7-10 DECEMBER 2022**  
İstanbul Expo Center Hall 1-2-4-8

[www.cbmeturkiye.com.tr](http://www.cbmeturkiye.com.tr)



# POST SHOW REPORT

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# Exhibitors Analysis

**CBME Türkiye** was once more the central trend and order platform for the international baby and kids products industry. It hosted more than **1.100** exhibiting brands from **12** countries to **16.291** sector professionals from **137** countries.

**CBME Türkiye** was bigger than ever, organized in **4** halls, and a **42.000** sqm exhibiting area. The exhibitors presented their brand-new carriages & safety, feeding & care, furniture & home textile products, as well as ready-wear and accessory fashion exhibitors showcased their **65.000** Spring-Summer **2023** season collections for **0-16**-year-old age range in different styles and designs before they go to the stores. Doubled number of exhibitor brands, the rich product variety, and the colorful atmosphere of the fair received a full mark and high satisfaction from visitors.

**1.100+**  
Exhibiting  
Brands

**12**  
Countries

**65.000+**  
Showcased  
SS23 Models

**42.000**  
Sqm Exhibition  
Area

**12**  
EXHIBITING  
COUNTRIES



CANADA



CHINA



EGYPT



INDONESIA



ISRAEL



KAZAKHSTAN



PALESTINE



POLAND



PORTUGAL



SINGAPORE



TÜRKİYE



UNITED KINGDOM



## Exhibitor Product Groups



NEWBORN & BABY  
FASHION



CHILDREN & TEENAGE  
FASHION



EVENING & CEREMONY  
FASHION



SOCKS, UNDERWEAR,  
NIGHTWEAR,  
SWIMWEAR FASHION



FURNITURE & HOME  
TEXTILE



CARRIAGES & SAFETY  
PRODUCTS



FEEDING & CARE  
PRODUCTS



TOYS & BIKES

**“89%** of our exhibitors recommend CBME Türkiye exhibition to other sector professionals.”

# Don't Just Take It From Us...

## Here Are The Soundbites From CBME Türkiye 2022 New Exhibitors



"We came from Poland. We had many visitors from Qatar, Kuwait, and Oman here. We are very satisfied. Since the first day, we had many customers from different countries around the world. We will come again, thank you so much CBME Türkiye."

— **Sandra Mazur**

Sales Manager - Manufaktura Falbanek  
**Poland**

"We came from Portugal and it's our first time here at the show in Türkiye. It has been a very good experience. We have met many visitors from different countries, unlike the other shows that we are used to. There are so many countries participating in the exhibition. We met buyers from many countries such as Iran, Lebanon, the United States, England, Moldova, and Algeria. I think it will be good to try next year also."

— **Ana Sousa**

Manager - Vandoma Ties  
**Portugal**

"This is our first time at the exhibition. Participating in CBME Türkiye is helping us to expand our product range into Middle East countries, Russia and Türkiye as well. We are a British brand. We've met customers from many different countries such as Saudi Arabia, Slovakia, Romania, Kazakhstan, and Uzbekistan. We are very happy with the way things are going here. We will be ready for the next year."

— **Mohammad Akmal Ghafoor**

Owner - Little Giants  
**United Kingdom**

"We wanted to come to see CBME Türkiye to explore new markets and we've had a very good experience. We've been meeting buyers from Russia, Tajikistan, Kazakhstan, Algeria, Oman, and Iran. It's a very nice experience, meeting all these people and getting their perspective on what kind of products they are looking for. We are very excited that we can start working in those regions."

— **Shafia Shafia**

Brand Manager - Featherhead  
**Canada**

"We are a personal care beauty brand. This is the first time we've come to CBME Türkiye. We found many customers from North Africa and the Middle East as well as Middle Asia. Everything is very well, it's a good international expo. If you are looking to do business in Central Asia, The Middle East, and Eastern Europe regions; CBME Türkiye is the best fair to exhibit at!"

— **Raphael Jiang**

CEO - BzuBzu  
**Singapore**

"CBME Türkiye is very huge, there are lots of brands. We visited Europe last summer for other exhibitions but CBME Türkiye is much bigger than them. CBME Türkiye is a very good opportunity to enlarge our marketing network. We met lots of buyers from different countries like Kazakhstan, Spain, and Russia. We will exhibit our brand at CBME Türkiye next year too."

— **Zuzanna Stepień**

Manager - Malami  
**Poland**

"This is our first time participating in CBME Türkiye. We are very excited to be here. We have met a lot of potential customers. Türkiye is one of the most potential countries that we would like to explore. There are too many potential markets in CBME Türkiye. Russia, South Africa, and Saudi Arabia are examples of these markets. Thank you CBME Türkiye, see you in 2023."

— **Devina Hantoyo**

Head of Business Development - Yummy Bites  
**Indonesia**

"This is our first time at this international exhibition. This is a real international exhibition to meet a lot of buyers from different countries, from many continents. We are very satisfied with CBME Türkiye. We already have 25 years on the market. We never expected that the Turkish market can be so interesting for us. We've found a lot of business opportunities in CBME Türkiye. We're definitely back in the next year."

— **Arkadiusz Luszczyński**

Export Manager - YoClub  
**Poland**

"Beppi is a company that has been in the market for 42 years and export to 72 countries. This is our second time in CBME Türkiye. I hope to participate again next year. The fair was fantastic for us. CBME Türkiye is getting better every single year and the organization continues to grow."

— **Hugo Silva**

Owner - Beppi  
**Portugal**



# Visitor Analysis

**CBME Türkiye 2022** broke records with sqm and the number of exhibitors leads to its visitor numbers. Professionals in the global baby and kids products industry are showing a growing interest in **CBME Türkiye** every year. This growing interest has been a **41%** increase in the number of visitors, and a **55%** increase in the number of international visitors compared to the 2022 exhibition. In addition; the number of visiting countries increased from **107** to **137**.

**16.291**  
Trade Visitors

**137**  
Countries

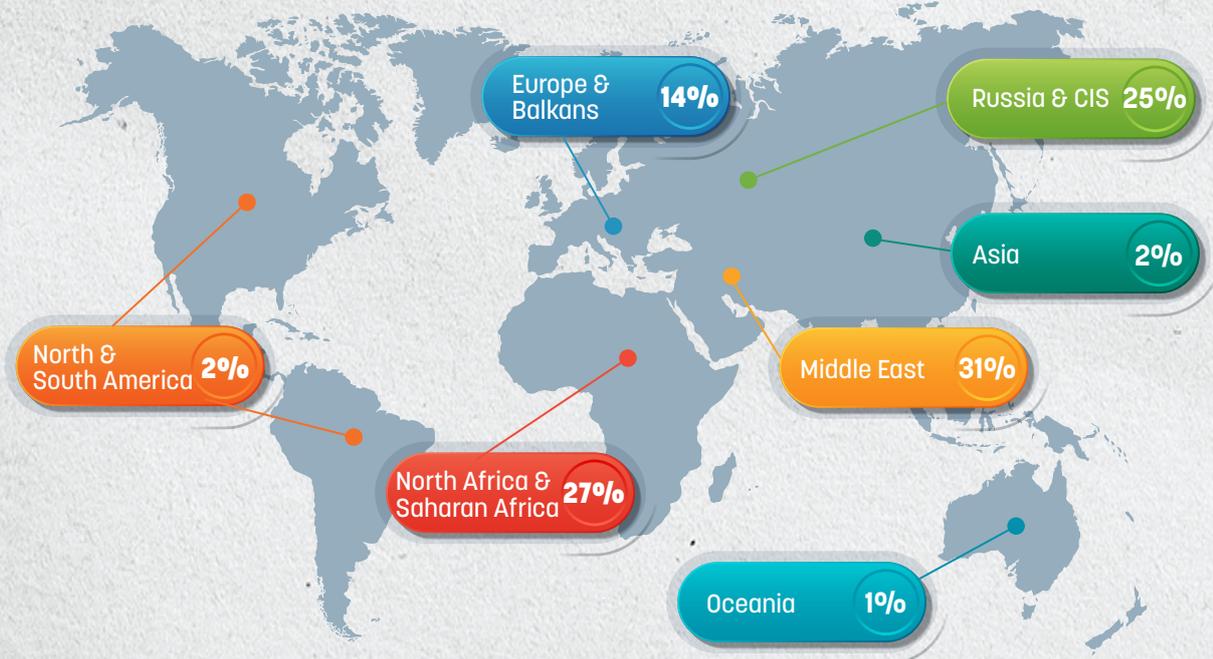
**32%**  
International Rate

**67%**  
New International Visitors

**18**  
TOP VISITING COUNTRIES



## Geographic Breakdown of the International Visitors



**“94%** of our visitors stated they would visit CBME Türkiye again in 2023.”

# International Visitor Countries



## MIDDLE EAST

Afghanistan, Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen.

## RUSSIA & CIS

Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan.

## NORTH & SAHARAN AFRICA

Algeria, Angola, Benin, Burkina Faso, Cameroon, Chad, Congo, Côte d'Ivoire, Djibouti, Egypt, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Niger, Nigeria, Senegal, Sierra Leone, Somalia, South Africa, Sudan, Togo, Tunisia, Uganda.

## EUROPE & BALKANS

Albania, Andorra, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czechia Republic, Denmark, Estonia, Faroe Islands, Finland, France, Germany, Greece, Hungary, Ireland, Isle of Man, Italy, Kosovo, Liechtenstein, Lithuania, Malta, Mauritania, Montenegro, Moldova, Monaco, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom.

## ASIA

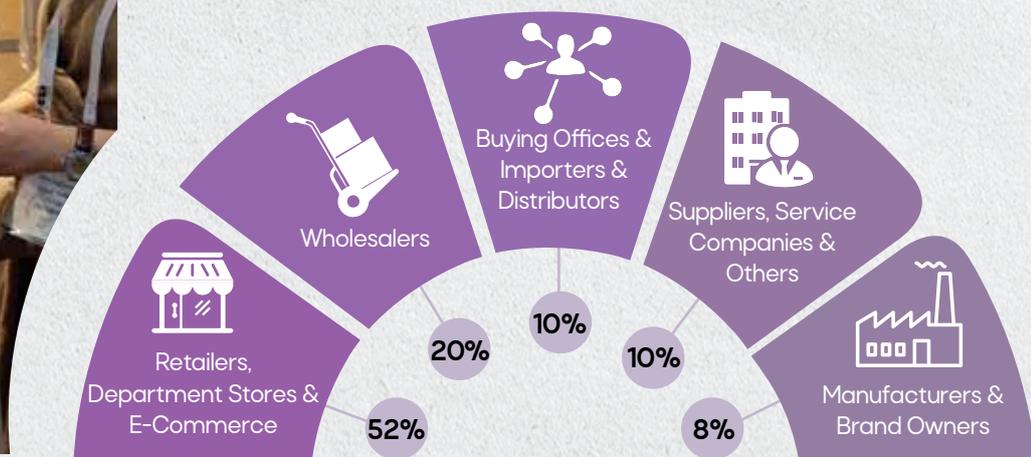
Bangladesh, China, Hong Kong, S.A.R., China, India, Korea, Macau, S.A.R., China, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand.

## AMERICA & OCEANIA

American Samoa, Australia, Aruba, Canada, Chile, Colombia, Dominican Republic, Guatemala, Haiti, Indonesia, Niue, Panama, Saint Barthelemy, Suriname, Turks and Caicos Islands, United States of America, Venezuela.



## Visitor Profile



# Don't Just Take It From Us...

## Here Are The Soundbites From CBME Türkiye 2022 Visitors



"We're coming from New York. We are in e-commerce, and retail. We also sell all over the US in retail. It is our first time, and the fair is very nice and amazingly more than I expected. We are looking for newborn baby stuff, clothing, accessories, and bedding sheets. We made a deal with three different companies already. I think it's amazing how the quality is high and I'm very surprised by the designs. We are coming back next year."

— **Sahar Abdo**  
Owner - LIORE'e  
**USA**

"I have been visiting CBME Türkiye for many years for business. This year is much bigger than the previous years. The number of exhibitors, the crowd of visitors, and the growth of the fair is very good. I will definitely visit the fair next year again."

— **Sanan Osman**  
Owner - Fantastic Baby  
**Iraq**

"This is the first time that we've been at the CBME Türkiye. It's been very interesting. We weren't quite expecting so much clothing. We are distributors in South Africa, and we look to import baby products for our market. We found good products in our range and we're very excited to head back and show our team. We hope to come back here, if not next year possibly the following year. Thank you so much for this great experience."

— **Lauren Daws**  
Director - Grobaby  
**South Africa**

"I come from Spain but I have a company in Serbia and work with Spanish people. I am looking for all range of baby and kids products. This is a big fair and a big opportunity for trade buyers. I have two more days too for discovery. So far, I am very satisfied with CBME Türkiye and I think I will come back next year again."

— **Sergio Calderon**  
Director - Bprospect Search Doo  
**Spain**

"We are a brand based in Switzerland. We're searching for children's clothing from 0 to 14 ages are we found a lot of good brands. You can find a wide range of products from party dresses to casual wear. So, it's very good. We're into new partnerships now and we're going to look further for plans."

— **Anya Oweira**  
Director - Zvrch Kids  
**Switzerland**

"Our company's focus is on import and export. We generally export goods from here to abroad. I am searching for new producers and there are lots of good companies in CBME Türkiye. It is a very successful organization. The number of exhibitor brands are quite satisfying. I believe that it will help me to assist my business. I enjoy the show very much, thank you to whole team. Hopefully, we will meet next year too."

— **Çiğdem Caman**  
Owner - Ataland Trading Company  
**Türkiye**

"I'm an agent and I sell to retailers in the UK. This is my first time and I've been looking for boy's clothing and baby wear. I have contacted some of the companies. I think it's a very good exhibition bigger than I thought it was going to be. I will come by next year."

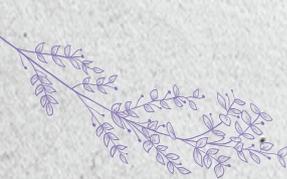
— **Craig Allan**  
Owner - Craig Allan  
**United Kingdom**

"This is my second time here. CBME Türkiye is so perfect, an amazing place. There are a lot of customers and a lot of people making deals. I already did 3-5 deals even though it's my first day here. The next year I'm going to be here again."

— **Muath Alnatsha**  
Director - Alnatsha Kids  
**Palestine**

"This is my seventh time at CBME Türkiye, I visit this fair every year. CBME Türkiye is very good, almost excellent for those who want to start a business or who already have their own business. It includes every range of products starting from newborn to 16 years old. I have been working with many companies over here and I am very pleased to work with all of them for seven years. Every year I plan to come consistently to CBME Türkiye. It's amazing, CBME Türkiye includes everything. Whatever you need you can find over here."

— **Reem Othman**  
Director - Tweens and Teens  
**Lebanon**



# Events Highlights



# WGSN

## Trend Seminar by WGSN

The World's #1 trend authority WGSN presented Autumn-Winter 23/24 Kids Fashion Forecasts to more than 250 attendees on the second day of CBME Türkiye in a dedicated seminar room in the venue.

In this exclusive seminar, expert insights and the need-to-know fashion trends for A/W 23/24 have been shared with the participants. The presentation, which included macro trends affecting kids' wear; color, pattern, fabric, apparel, and accessories, received great interest both from the visitors and exhibitors.

## Trend Seminar For Future Designers

We also hosted fashion design students at a separate presentation given by WGSN. The questions of students and the question of "What is a trend, how does it occur?" were answered at the "Trend Seminar for Future Designers".



## Hosted Buyer Programme

Meticulously organized the "Hosted Buyer Programme" brought together 500 high-calibre buyers from 16 target countries including UAE, Kuwait, Palestine, Israel, KSA, Jordan, Libya, Iraq, Lebanon, Egypt, Belarus, Georgia, Kazakhstan, Russia, Kyrgyzstan, Tajikistan, Saudi Arabia and Ukraine. Hosted Buyers who visited the fair for the first time, made order oriented B2B meetings with national & international exhibitors within the 4 days of the show.



## Trend Area

We presented trend color harmonies of Autumn/Winter 2023-2024 and Spring/Summer '24 seasons at our trend area which takes place at the main foyer of the Istanbul Expo Center. Visitors and exhibitors had a chance to get insights in advance while taking the best pictures in front of our mood boards.

## Mood Areas

In order to make the CBME Türkiye experience even more memorable for our visitors and exhibitors, we have created various mood areas all over the fairground.

## Exhibitor Events

Exhibitor companies provided a colorful and full fair experience with mini fashion shows and musical performances they organized within the fair.



# Marketing Campaign Highlights



## SOCIAL MEDIA



16K+ Followers

1.7M+ reach

36K+ impression

25K+ interactivity



21K+ Followers

74K+ interaction

72K+ like

1.712 story shared



2K+ Followers

234 tweets

121K+ interaction



400+ Followers

243 posts shared

1.814 total interactions



website  
traffic  
316K+



e-mail  
sent  
4.5 million+



sms  
sent  
1.5 million+



telemarketing  
80K+  
reach



public  
relations  
9 million+  
people reached  
(Including trade and main  
stream media coverage)



print  
advertising  
350K+  
circulation  
(Including trade media and  
field advertising)



digital  
advertising  
11 million+  
impressions



partner  
promotion  
19+  
industry  
association & media



# CBME Türkiye 2022 Proudly Presents

Its Valuable Supporters & Distinguished Sponsors

Supported By



REPUBLIC OF TÜRKİYE  
MINISTRY OF TRADE



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Seminar & Content Partner



Local Partners



International Partners



## CBME Türkiye Supports Sustainability



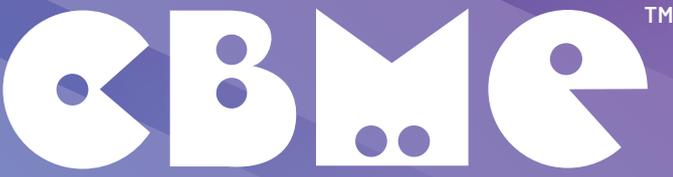
**CBME Türkiye**, the biggest international baby and children exhibition, takes pride in fulfilling its social responsibility by taking many steps in sustainability to leave a more livable world to new generations as well as bringing the industry together.



As a part of our continued commitment to the sustainability of our events we have switched our event's electricity usage to be from renewable sources, therefore making our electricity usage carbon neutral and significantly reducing our events carbon footprint.

# We Captured the Best Images from CBME Türkiye 2022 for You!





CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E



# 41<sup>st</sup> INTERNATIONAL İSTANBUL CHILDREN BABY MATERNITY INDUSTRY EXPO



## 13-16 DECEMBER 2023

Istanbul Expo Center Hall 1-2-4-8

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