

A world of new baby products

放眼全球最新婴儿用品



Hong Kong Baby Products Fair

香港婴儿用品展

9-12/1/2012

Hong Kong Convention and Exhibition Centre

香港会议展览中心

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婴儿用品 商机勃发

Strong, healthy and growing

This baby is growing up fast! The baby industry is increasing in value and Hong Kong Baby Products Fair is keeping pace with it. The 2011 fair, only its second edition, **attracted 25,366 buyers from 122 countries and regions, a growth of 22%.**

This international mix of buyers allows suppliers from Asia to find importers, distributors and retailers in the markets of the western world. Conversely, suppliers outside Asia can explore the great potential of regional markets, especially the enormous Chinese mainland market, with its growing and increasingly affluent middle class.

Though still in its infancy, the 2011 fair **featured over 340 exhibitors from 20 countries and regions.** With such a high buyer turnout indicating strong market demand, exhibitors were in the ideal environment to capitalise on these advantageous circumstances.

Growth factors

Exhibitors can meet existing customers and consolidate relationships. And the opportunity exists to create new business partnerships with buyers from both traditional and emerging markets, such as Africa, the Middle East, Russia and South America.

The international diversity of buyers also means a rich exchange of information on market requirements, regulatory practices and consumer trends across a broad spectrum.



BrandName
品牌廊 *Gallery*

It offers an excellent opportunity for buyers to source efficiently from quality exhibitors.



Growth spurt - ideal product launch platform

Because the fair takes place in early January, it is ideally timed to be a new product launch pad. A number of exhibitors see the fair as the ideal platform for their annual unveiling of new additions to their product lines.

2012 set for success

Buyers are aware that the fair is an ideal sourcing platform for a wide range of products for babies and toddlers to the age of 4. Finding exhibitors is easy and convenient as the fair is zoned by product sector and equipped with a state-of-the-art interactive exhibitor location system. New zones are created as market trends dictate and two zones introduced in 2011 return in 2012: **Brand Name Gallery** and **Nursery Electrical Appliances**.

Product zones in 2012 are:

- Baby Bedding and Furniture
- Baby Gift Sets and Souvenirs
- Baby Skincare and Bath Products
- Baby Toys and Activity
- Baby Wear and Footwear
- Brand Name Gallery
- Feeding, Nursery and Maternity Products
- Nursery Electrical Appliances
- Strollers and Gear

With the increasing awareness for ecological products, the spotlight is turned on baby products using eco-friendly materials and processes. Exhibits of such products are highlighted in the prominent **'Eco Toys and Baby Products Display Area'**, which will be a focal point of the fair for buyers.



For brand recognition

The **Brand Name Gallery** deserves particular attention as it serves a specific exhibitor purpose. It is styled to highlight brands of renown and to reflect their excellent quality, no matter what the products are.

Trade buyers are keenly aware that new parents value the reliability of a strong brand, so the Brand Name Gallery is a 'must-stop' for buyers in all categories.

Partnerships of power

The drawing power of the Hong Kong Baby Products Fair is enhanced by its synergistic relationship with concurrent events at the same venue. The famous **HKTDC Hong Kong Toys & Games Fair**, **Hong Kong International Stationery Fair** and **HKTDC Hong Kong International Licensing Show** in conjunction with the Hong Kong Baby Products Fair represent a wonderful opportunity for exhibitors to make contact with a huge number of buyers.

Events for industry trends and market information

The fair has much to offer in peripheral events and networking opportunities. The Baby Products Awards give exhibitors the chance to draw attention to their outstanding products. All exhibitors are eligible to submit products in five categories: baby toys, baby wear & accessories, baby strollers & gear, baby care products and baby furniture & home accessories. Industry experts will judge the entries.

Exhibitors also have the opportunity to conduct product demonstrations to buyers through the Product Demo & Launch Pad programme. All participants may attend seminars which release information on the latest trends and safety requirements of the industry delivering great value to industry players.



Grow your business
As the fair grows and business opportunities multiply, you must be there. Book your space at the Hong Kong Baby Products Fair 2012 today.

发展壮健

婴儿用品业欣欣向荣，市场总值不断增升。香港婴儿用品展同样茁壮成长，于2011年举行的第二届展览会，吸引来自**122个国家及地区**的**25,366名买家**到场观摩，**买家数目急增22%**。

会上国际买家云集，为亚洲供应商提供良机，物色来自西方市场的进口商、分销商及零售商；另一方面，亚洲以外的供应商也可藉此机会开拓潜力优厚的亚洲市场，特别是庞大的中国内地市场，当地中产阶层迅速冒起，日趋富裕。

婴儿用品展于2011年虽然仍在发展初期，但阵容鼎盛，共有来自**20个国家及地区逾340家参展商**出席。到场买家数目众多，反映市场需求十分殷切，参展商可以借助这个理想的洽商环境，尽享商机。

BrandName
品牌廊 *Gallery*

提供最佳平台予买家
采购品牌产品。



增长要素

参展商可以在会上与现有客户会面，巩固合作关系，也可与来自传统市场以及非洲、中东、俄罗斯及南美洲等新兴市场的买家建立新的伙伴关系。

到场参观的买家来自世界各地，参展商可与他们就市场要求、监管法规及消费趋势等广泛议题互相交流，获取丰富资讯。





业务飙升

婴儿用品展于1月上旬举行，为业者提供时机，推广各类崭新产品。很多参展商都把婴儿用品展视作理想的新产品发布平台，每年都在这里推出新产品。

2012年前景秀丽

婴儿用品展备受买家垂青，踊跃前来采购林林总总专为4岁及以下婴幼儿而设的产品。大会把展品分门别类，并于会场内设置先进的互动式参展商索引系统，方便买家寻觅合适的参展商。此外也会因应市场趋势，辟设全新的展区。2011年首次登场的两个展区将于2012年载誉回归，分别是品牌廊及育婴电器展区。

香港婴儿用品展2012的展区包括：

- 婴儿寝具及家具
- 婴儿礼品及纪念品
- 婴儿护肤及沐浴产品
- 婴儿玩具、游戏及教学用品
- 婴儿衣服及鞋
- 品牌廊
- 育婴及孕妇用品
- 育婴电器产品
- 婴儿手推车及婴儿椅

随著环保产品越来越受重视，制造物料及工序具有环保特色的婴儿产品成为大众焦点。环保玩具及婴儿用品展示区专门展示这些环保产品，势必备受注目。

提升品牌知名度

备受注目的品牌廊特为品牌产品参展商而设，布置典雅时尚，专门展出知名品牌，彰显产品的非凡质素。

初为人父母的人士，对知名品牌甚具信心，趋之若鹜。业内买家都了解这种趋势，积极搜罗各类合适产品，而品牌廊正能满足所需，是他们不可错过的展区。

协同效应

享负盛名的香港贸发局香港玩具展、香港国际文具展以及香港贸发局香港国际授权展与香港婴儿用品展同期同地举行，产生庞大的协同效应，为参展商提供更多机会认识大量买家。

研讨会探讨业内重要资讯

大会特别为出席业者安排一连串精彩活动及交流机会。香港婴儿用品大奖为参展商创造良机，凸显其优秀产品，吸引买家注意。大奖分为婴儿玩具、婴儿服饰、婴儿车及相关设备、婴儿护理用品，以及婴儿家具及家用配件5个组别，由业界专家评审，所有参展商均可提交产品参赛。

大会也为参展商提供机会，向买家进行产品示范。此外，多场研讨会探讨业内重要资讯，包括行业趋势及产品安全的研讨会，所有出席展览会的业者均可参加。



推动业务蒸蒸日上

婴儿用品展不断扩展，商机倍增，不容错过。

请即报名参加

香港婴儿用品展 2012。



参展商评语

「这个展览会提供一个理想平台，让我们推广本公司的品牌与形象，以及巩固客户关系，成效显著。本公司致力为全球客户提供创新及优质产品。我们参加这个展览会，可以更有效地扩阔国际市场。香港贸发局的筹办工作十分出色，有助中国内地企业在国际市场发展，为中国经济发展作出贡献。」
中国内地好孩子国际控股有限公司主席兼首席执行官宋郑还

「本公司生产Babyauto牌儿童汽车安全座椅及配件，我们的品牌在欧洲十分有名。这是我们首次到香港参展，是我们进军亚洲市场踏出的第一步。这个展览会十分成功，我们非常欣赏，也很满意参展成绩。本公司获得很多国际买家积极反应，包括墨西哥、俄罗斯、巴西及日本的买家。我们收到一些测试订单，期望可与这些买家建立良好关系。下年我们必定再次参展。」

西班牙Plásticos Zarauz SA传讯总监Ibon Maza

「本公司已开业30年，提供多类产品，包括旗下KU.KU Duckbill牌餐具、奶瓶及床上用品。香港婴儿用品展提供一个理想平台，让本公司推广我们的品牌，以及物色世界各地的新分销商。我们的参展成绩很好，令人十分鼓舞。我很喜欢这个经过扩建的展览场地。品牌廊确实为我们提供更多曝光机会。」
台湾吉尼宝贝国际股份有限公司总经理李冠麟

买家评语

「本公司是婴儿用品及玩具进口商及零售商，经营4家零售店。这是我第二次到访婴儿用品展，展览会办得很出色。我已找到很多吸引的产品，预计会开出总值约100,000美元的订单。香港是方便的营商地点，交通十分便利，是理想的采购枢纽，有助我们推动业务发展。」

南非Happy Nappy董事Issy Moshe

「本公司是一家国际大型母婴护理产品生产商，每年营业额超过500亿日圆。我是首次到访香港婴儿用品展。展览会十分出色，服务周到。我在会上可以看到很多来自世界各地的产品。我已经结识到多家来自香港、中国内地及欧洲的新供应商，可以提供婴儿玩具及床上用品。本公司与这些供应商进一步洽谈后便会发出订单。」

日本Pigeon Corporation高级采购员池谷二奈

「香港婴儿用品展展示多种多样的创新及时尚产品，令人喜出望外。我们希望前来采购新颖的产品，向澳洲的顾客销售，他们包括超级市场、批发商及药房。我们正与多家供应商洽谈，涉及多类产品，包括婴儿监察设备及餐具。我们在展览会完结后将会开出一些大额订单。明年我们必定再来参观。」

澳洲BigBoxBrands董事John Wright



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参展事宜 一按即妥

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申请参展。

COMMENTS

from Buyers and Exhibitors in 2011 Fair

上届买家及参展商

评语

Exhibitors' Comments

"This fair provides a great platform to promote our brand and image as well as strengthening customer relationship. The benefits are very significant. Goodbaby always strives to produce innovative and high quality products for customers worldwide. Through this exhibition, we can widen our global presence more effectively. HKTDC has done a great job. It really helps Chinese enterprises grow internationally and contributes to the development of the Chinese economy."

**Zhenghuan Song, Chairman & CEO,
Goodbaby International Holdings Limited, Chinese Mainland**

"We produce safety car seats and accessories for kids under the brand of Babyauto. Our brand is well known in Europe. This is our debut exhibition in Hong Kong and marks the first step for our expansion into Asia. We love the show very much. The exhibition has been successful and we are very satisfied with the results. We've got a lot of feedback from international buyers including those from Mexico, Russia, Brazil and Japan. Some trial orders have been placed. We expect to build good relationship with these buyers. We will certainly exhibit again next year."

Ibon Maza, Director of Communications, Plásticos Zarauz SA, Spain

"Our company has a business history of about 30 years. We provide a wide range of products including tableware, feeding bottles and bedding sets under our brand KU.KU Duckbill. The Hong Kong fair offers a great platform to promote our brand and find new distributors worldwide. We have achieved encouraging results through our exhibition here. I am pleased with the enlarged exhibition facilities and the Brand Name Gallery really gives us more exposure."

Kean Li, General Manager, Jini Baby International Co., Ltd., Taiwan

Buyers' Comments

"Happy Nappy is an importer and retailer of baby products and toys. We currently operate four retail shops. This is my second visit to the fair. The show is beautiful. I've found a lot of attractive items and expect to place about US\$100,000 worth of orders here. Hong Kong is a very friendly place to do business and it is easy to commute across the city. I find it a very good sourcing centre for our business development."

Issy Moshe, Director, Happy Nappy, South Africa

"Pigeon Corporation is one of the world's leading producers of baby and mother care products with annual sales of over ¥50 billion. I am participating in the Hong Kong Baby Products Fair for the first time. This is a nice show and the service has been excellent. I can see so many different products from all over world. I've identified several new suppliers from Hong Kong, Chinese Mainland and Europe for the provision of baby toys and bedding products. Orders will be placed after further discussion."

Nina Ikeya, Senior Buyer, Pigeon Corporation, Japan

"This is an incredible show with such a diverse range of innovative and trendy products. We are here sourcing new products for sale to customers including supermarkets, mass merchants and pharmacies in Australia. Negotiations are under way with suppliers for several interesting items including baby monitors and tableware. We will place some strong orders after the show. We will definitely return next year."

John Wright, Director, BigBoxBrands, Australia



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BrandName
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