

Press release

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## Branding and reputation key to success at Baby & Stroller China

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**When it comes to baby products, consumer trust is highly important. In China, where the market scale for maternity and baby products increases by an estimated 15% per year, branding is an important indicator of quality and safety. Baby & Stroller China is the first baby fair in Mainland China to be held in the first quarter of the year, and is recognised by international suppliers and Chinese trade buyers as the ideal platform to interact, discover the latest innovative products, and place orders. The fair will be held concurrently with Toy & Edu China and the new fair Licensing China from 6 – 8 March 2020, and will relocate from Guangzhou to Shenzhen.**



China's two-child policy further expands the domestic market (photo: Messe Frankfurt)

### **A dynamic and growing consumer market in China**

Further market growth is expected in China since the introduction of the two-child policy. 2018 saw 15.2 million births in China, with 50% being the second child in the family. According to the National Health and Family Planning Commission, this number is expected to climb to between 17.5 million and 21 million annually.

This steadily increasing birth rate in China is paired with a higher level of disposable income, and more parents indicate that they are willing to

**Messe Frankfurt (HK) Ltd**  
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spend more on products for maternity, baby care and child development. Online forums are a key resource for Chinese parents to share and exchange recommendations, and according to Daxue Consulting, “brand” is a prominent search keyword for baby related item discussions on Chinese online forums. This can favour well-known Western brands, which can add a level of familiarity, assurance and status to purchases.

“At a time when other markets are really flat, China is the most dynamic, growing consumer market in the world – there’s huge growth potential here,” commented Mr Richard Gottlieb, CEO of Global Toy Experts (USA) at the 2019 fair. “This is a huge opportunity for Western companies who are willing to make the effort to come here and do business. There are a lot of people here and a lot of activities. I think there is a lot of energy in China.”

### **Enhanced pre-show exposure for exhibitors**

China has become a key part of many brands’ global strategies, and the fairs are well positioned to offer access to this market with the move to Shenzhen planned for the 2020 edition. With high quality manufacturers and a great number of trade buyers based in the South China region, the location is ideal for overseas exhibitors to meet professional domestic buyers. Past trade buyer backgrounds have also included both retail chain stores and local e-commerce stores, generating new opportunities to connect to a variety of local sales channels.

A business matching service will be available during the fair, which pre-arranges onsite meetings between prospective buyers and exhibitors that suit their needs. In 2019, 85% of the buyers in this programme said that they intended to place real orders during or after the fair.

The fairs are also ideal for emerging brands, who can use the fair to gain exposure and allow Chinese trade buyers to become familiar with new products. Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained, “Reputation is a strong selling point for baby and maternity products in China. These fairs offer a place for face-to-face interaction, which is essential for building a good reputation and maintaining sustainable, long-term business relationships.”

Formerly held in Guangzhou, the fairs will now take place in a new venue, the Shenzhen World Exhibition and Convention Centre, which is conveniently located near Shenzhen Bao’an International Airport and well connected to Hong Kong.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. The three concurrent shows will take place from 6 – 8 March 2020.

For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

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**Notes to editors:**

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<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/SZTF20-PR3.html>

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Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)