

No. 10 / September 2019, Cologne  
#kindundjugend

## Kind + Jugend 2019 underlines its leading function as the leading international trade fair of the baby and toddler outfitting industry



**Strong international visitor presence: once again around 24,000 visitors from 133 countries**

Kind + Jugend 2019  
19.09. - 22.09.2019  
[www.kindundjugend.com](http://www.kindundjugend.com)

**Dynamic trade fair with new products and future-oriented concepts**

The number of exhibitors was at a record level, the visitors of a high quality and international: that is the result of Kind + Jugend 2019, which ended on Sunday after four successful trade fair days. The trade fair, which, with nearly 1,300 suppliers, set a new exhibitor record, was also convincing on the visitor side. Around 24,000 trade visitors from 133 countries took the opportunity to gather comprehensive information, order and network. The internationality increased again slightly for both exhibitors and visitors. The exhibitors once again described the decision-making competency of visitors as outstanding. A large part of them belonged to the business management levels. "In this year too, Kind + Jugend demonstrated its entire lively diversity. The demonstrably high competence of the visitors and the enormous internationality of the event are the decisive factors for its great success as the world's most important platform for the entire industry", according to Gerald Böse, President and Chief Executive Officer of Koelnmesse. New products and concepts with a future orientation, such as digitalisation and connectivity, provided new impulses. Special consideration was given this year to the theme of sustainability through the sustainability initiative of Kind + Jugend in the textile segment.

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Headquarters and place of jurisdiction:  
Cologne  
District Court Cologne, HRB 952

This year too, the trade visitors of Kind + Jugend came from all commerce channels of relevance for the baby and toddler outfitting industry. Wholesale and retail trade, specialised trade, department stores, drugstores and online commerce were represented nationally and internationally and in all company sizes.

The share of foreign trade visitors increased slightly to 77 percent. Besides Germany, the main countries of origin of visitors were the EU countries, especially France and Italy. The presence from the United Kingdom declined slightly. The share of visitors from Central and South America increased significantly, especially from Bolivia, Brazil, Colombia and Peru. As in previous years, the visitor presence from the USA, as well as from Asia, in this case especially from Korea, was strong. Visitors from the Middle East also came increasingly to Kind + Jugend in Cologne, especially from Israel and the United Arab Emirates.

The top trends of this year's Kind + Jugend included e-mobility for prams. Digital products for child care and the children's room repeatedly provided material for

discussion, while the "The Connected Kidsroom" special event familiarised visitors with many applications and devices. The theme of sustainability at Kind + Jugend received even more visibility and attention through the sustainability initiative of the trade fair in the textiles segment, and should be further developed in future in a segment-oriented fashion. Start-ups were able to present themselves for the first time at the trade fair under favourable conditions. This initiative will also be continued next year.

With award ceremonies, special events and a broadly based lecture programme, Kind + Jugend this year once again offered both exhibitors and visitors a comprehensive overview of trends in industry and commerce. Trend experts from Germany and abroad made use of the opportunity to present the latest studies and analyses to an interested trade public, to explain business models and introduce best practices. These also included, for example, the German association of children's outfitting manufacturers (BDKH), representatives of a leading online trader from Asia and a top influencer from the USA. Consumer trends from countries like China, German-speaking countries, Turkey, Russia and the USA were also a theme on the stage of the Trend Forum.

The presentation of the Innovation Awards and the Kids Design Award on the first day of the trade fair were among the emotional highlights of the event programme.

#### **The winners of the Kind + Jugend Innovation Award 2019:**

##### **World of Moving Kids**

- Ningbo I-Believe Sports Goods Co., Ltd., China, with the intelligent "I-S035A baby stroller"

##### **World of Travelling Kids**

- Dorel Juvenile (Maxi Miliaan B.V.), Netherlands, with the modular "Maxi-Cosi Coral" baby car seat

##### **World of Moving Kids & Travelling Kids Accessories**

- Shenzhen UVLED Optical Technology Co., Ltd., China, with the "Breast Pump UV LED Sterilisation Bag"

##### **World of Baby Safety at Home**

- LIIP CARE - WEARABLES INTELIGENTES SL, Spain, with the "LIIP SMART MONITOR" smart bracelet for babies

##### **World of Kids Toys**

- Modu, Denmark, with the "MODU" functional toy

##### **World of Kids Textiles**

- Fedde&Kees, Netherlands, with the "Nunki baby bed sheet" safety sheet system

##### **World of Kids Care**

- Marvoto Technology (Hong Kong) Limited, with the "Fetus Camera" - the world's first 3D ultrasound device for expecting moms

### World of Kids Furniture

- Shnuggle Ltd, United Kingdom, with the “Shnuggle Air Bedside Crib”

The **Kids Design Award 2019** went to the young designer Yaara Nusboim from Israel for her Alma therapy dolls. A special mention went to Valerian Blos, Gosia Lehmann, Guyijin Lee with Denkigami - Digital learning with paper toys

In addition to the winning products, all nominated products were presented at Kind + Jugend in attractive special events. Other special events were "The Kids Connected Room", with smart and digital solutions for trend-oriented children's rooms, and the "Design Parc", which presented exceptional design products and newcomers from various countries.

### Dates of Kind + Jugend 2020

Next year, Kind + Jugend will be staged from 17 to 20 September 2020.

### Kind + Jugend 2019 in figures:

1,288 companies from 55 countries took part in Kind + Jugend 2019, 89 percent of which were from abroad. These included 149 exhibitors from Germany without any additionally represented companies, as well as 1,139 exhibitors from abroad. Including estimates for the last day of the fair, more than 24,000 visitors from 133 countries attended Kind + Jugend 2019. The share of foreign trade visitors was 77 percent.\*

\* All figures are calculated in accordance with the guidelines of the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM). ([www.fkm.de](http://www.fkm.de)).

**Koelnmesse - Global Competence in Furniture, Interiors and Design:** Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá in Bogotá, interzum guangzhou in Guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available at: [www.global-competence.net/interiors/](http://www.global-competence.net/interiors/)  
Further information about ambista: [www.ambista.com/](http://www.ambista.com/)

### The next events:

FSB - International Trade Fair for Public Space, Sports and Leisure Facilities, Cologne  
05.11. - 08.11.2019  
aquanale - International Trade Fair for Sauna.Pool.Ambience., Cologne  
05.11. - 08.11.2019

idd shanghai - interior design days Shanghai - by imm cologne, Shanghai  
20.11. - 22.11.2019

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**Note for editorial offices:**

Kind + Jugend photos are available in our image database on the Internet at [www.kindundjugend.com](http://www.kindundjugend.com) in the "News" section. Press information is available at: [www.kindundjugend.com/Pressinformation](http://www.kindundjugend.com/Pressinformation)

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