

Children, Baby and Maternity (CBME) Expo Southeast Asia gains support from region's top industry associations.

Singapore – March, 2016 – Amidst the rapidly expanding baby product industry and high fertility rates in the Southeast Asia region, CBME South East Asia (CBME SEA) returns with its 2nd edition and will be held from 13-15 April 2016 at the Suntec Singapore Convention & Exhibition Centre with the support of various industry related associations and participation of foreign firms looking to grab the golden opportunity amid exploding birth rates and rising incomes.

Industry-related associations have also observed a potential growth in the market and have put forth their support for CBME SEA. The exhibition is well-supported by various country associations such as the Association of Korea Clothes Sales, KinerjaBISA from Indonesia, Singapore Tourism Board, Association of Small & Medium Enterprises amongst others. The event will include a Hosted Delegation Programme which will include members of various retail or country associations and sourcing groups from across Southeast Asia.

CBME SEA targets the top six markets in the Southeast Asia region, namely Singapore, Malaysia, Indonesia, Thailand, Philippines and Vietnam. The targeted markets account to more than 175 million children under the age of 14 within the region and have a GDP Purchasing Power Parity of 3.5 trillion USD, contributing a good dominance to the market shares and growth in the children, baby and maternity industry.

“The market owes its strong growth to the rising average disposable income, and urbanization. We are positive about the booming market and we are pleased to support CBME SEA and play a part in this growth to support the industry,” said Mr. Stephanus Titus Widjaja, CEO of KinerjaBISA, an association that helps Indonesian companies expand their businesses.

CBME South East Asia's 2nd edition has plans to put in place various activities on the show floor to create a better experience and provide more industry must-knows to all the trade-related visitors and exhibitors.

Seminars to offer latest market insights

Two seminar sessions will be held this year: “Growing With Baby Steps” by Nielsen and “Unlock the Doors to China's Booming Child, Baby and Maternity Market” by World's Largest Child, Baby and Maternity Products Trade Event, CBME China.

Leader and giant market research group, Nielsen will share market insights with audiences on the overall demographic landscape of Southeast Asian countries, category trends, market size and drivers for baby products such as diapers, infant formula milk amongst other products.

New Product Gallery to make debut appearance

Trade visitors will be able to find the latest and newest and most innovative products from selected brand and suppliers in an exclusive gallery right at the CBME South East Asia show floor. These products have been hand-picked to showcase the latest trends in the industry.

Exclusive Business Matching Program

As part of the initiation to help related industry partners meet and do business effectively, CBME South East Asia offers Business Matching Programs exclusively to buyers from the Southeast Asia region to pre-arrange meetings with their desired supplier. The programme will help buyers make the most out of their time at the event and meet the right manufacturers and distributors to meet their sourcing needs.

“We look forward to welcoming all our local and international visitors in April, and we are confident that this year’s edition of CBME Southeast Asia will be bigger and better providing you with an unrivalled opportunity to meet some of the region’s top child, baby and maternity product manufacturers and suppliers. The focus this year is to feature new and products to meet the high market demand,” said Athena Gong, General Manager, CBME

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Notes to Editors

About Children Baby Maternity Industry Expo (CBME South East Asia) (www.cbmesea.com)
Children Baby Maternity Industry Expo (CBME South East Asia) is the first trade exhibition catered exclusively to host professionals in baby, children and maternity products industry. This is the perfect venue for you to meet buyers, manufacturers, distributors and suppliers in the industry.

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CBME SEA images are ready for download at: <http://cbmesea.com/photo-gallery/>