

Retail bigwigs to gather during Children, Baby and Maternity Industry Expo in Singapore

Singapore – 06 April, 2016 – The 2nd edition of the region's only dedicated business-to-business Children, Baby and Maternity Expo – CBME Southeast Asia opens its doors from 13-15 April 2016 at the Suntec Singapore Convention and Exhibition Center. The 2016 edition will feature close to 100 brands from over 10 countries and regions, including Australia, China, Germany, Hong Kong, Italy, Korea, Malaysia, Russia, Singapore, Spain, Taiwan, Thailand and Vietnam have confirmed attendance.

The fair has garnered the support of various country associations such as the Association of Korea Clothes Sales, KinerjaBISA from Indonesia, Singapore Tourism Board, Association of Small & Medium Enterprises amongst others. These products have been hand-picked to showcase the latest trends in the industry. As part of the initiation to help related industry partners meet and do business effectively, CBME South East Asia offers Business Matching Program exclusively to buyers from the Southeast Asia region. Buyers and distributors from Robinsons (Singapore), Metro (Indonesia), Sweet Cherry (Malaysia), Dynamic Multi-Products (Philippines), Mom's & I (Indonesia), PT. Bilna (Indonesia), Yen's baby & Kid's Shop (Indonesia), Naiise (Singapore) and Concung (Vietnam) have confirmed to attend. Trade visitors will also be able to find the latest and newest and most innovative products from selected brand and suppliers in an exclusive "New Products Gallery" right at the CBME South East Asia show floor.

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. Some of the participating brands include Alzipmat, Azetabio, Baken, Better Bump, Beshine, Capella, Emu Australia, Happyganics, Hubdic, Karibu, Larktale, Little Tree, Lucky Baby, Marc & Molly's, Nateen, Nihon Ikuji, NIP, Ordesa, Piyo Piyo, Pouch, Simba and many more. They will feature products covering baby care, food, strollers, car seats, children wear and more.

Focusing on content that matters to the industry

Ms Joanne Koh, Managing Director of Nielsen, Singapore and Malaysia will be hosting a session "Growing with Baby Steps" on 13th April, 2pm. Her session will cover 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.

On 14th April, Ms Athena Gong, General Manager of CBME will speak on "Unlock the Doors to China's Booming Child, Baby and Maternity Market". She will provide attendees a market overview of China's baby products market, the distribution channels, consumer behavior and case studies.

CBME South East Asia is a perfect business platform for children, baby and maternity product buyers, retailers, manufacturers, distributors and suppliers to meet and do business in one venue.

CBME Southeast Asia is free to attend for all trade visitors. Including the exhibition and show floor seminars and other activities taking place alongside the event. For more information, visit www.cbmesea.com

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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.

About UBM Asia (www.ubmasia.com)

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