

Second Edition of CBME Southeast Asia - The Region's Dedicated Business-to-Business Children, Baby and Maternity Event Set to Open its Doors in April in Singapore

Singapore – January 08, 2016 – Organised by UBM Asia and part of the successful CBME (Children, Baby and Maternity Expo) portfolio, the 2016 edition of CBME Southeast Asia – the region's only business-to-business child, baby and maternity exhibition will take place from 13 – 15 April 2016 at Suntec City Convention & Exhibition Centre, Singapore. The annual gathering of distributors and manufacturers showcasing over 150 regional and international brands including maternity and baby care products, baby carriages, food and healthcare products, toys, clothing, accessories, and educational products. Well established international brands featured at the event include Simba, US Baby and Tung Ling. New and upcoming brand names such as Happyganics, Mr-McKenic and Sili, and brand names well established in their homeland and looking to expand their business within the region such as JWorld, Little Tree and Marc & Molly's will also be featured. The three-day event is free to attend for all trade visitors and registration can be made on the show website www.cbmesea.com

The 2016 edition will also feature country pavilions representing Korea, Spain, Taiwan, North America, China and Singapore amongst many others. Also included on the show floor activities will be knowledge driven seminars which will cover topics such as industry trends and consumer behavior.

Apart from meeting brand owners and manufacturers visitors can also look forward to a business matching programme to help buyers make the most out of their time at the event and meet the right manufacturers and distributors to meet their sourcing needs. The event will include a Hosted Delegation Programme which will include members of various retail associations and sourcing groups from across Southeast Asia.

"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.

About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and 1,300 staff in 24 major cities. We operate in 20 market sectors with 230 exhibitions and conferences, 23 trade publications, 20 online products for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

About UBM plc (www.ubm.com)

UBM plc is a global events-led marketing services and communications company. We help businesses do business, bringing the world's buyers and sellers together at events and online, as well as producing and distributing news and specialist content. Our 5,000 staff in more than 30 countries are organised into expert teams which serve commercial and professional communities, helping them to do business and their markets to work effectively and efficiently.

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