



International Children Baby and Maternity Products Industry Expo 2025

*The Hub for All Things in the Children,
Baby & Maternity Industry*

■ 300,000 sqm

♦ 4,500* Brands
from 30+ Countries/Regions


🏠 3,200* Exhibitors

👤 100,000+* Visitors
from 100+ Countries/Regions

*2025 Estimated

July 16-18, 2025 ♦ NECC (Shanghai) China

■ Facts and Figures of CBME 2024


300,000
sqm
Exhibition Area


2,930
High Quality
Exhibitors


4,300
Brands


103,041
Professional
Visitors

Exhibitor Breakdown

35.2%

Mother and Baby
Products



17.9%

Strollers, Car Seats
and Furniture



21%

Food, Food Supplements
and Snacks for CBM



15.3%

Babies' & Children's Wear,
Shoes, and Accessories



10.7%

Toys, Study Tables,
and Stationery



■ About CBME China

Organized by Informa Markets, the International Children, Baby and Maternity Products Industry Expo (CBME China) was inaugurated in 2001 and has successfully held 23 editions in China to date. Hosted annually in the city of Shanghai, CBME China is the world's premier one-stop trade fair for children, baby, and maternity products and services including baby care products, strollers, car seats and furniture, food, toys, baby & kids wear, accessories, maternity and baby services, supply chain and more. CBME China creates a perfect platform for professional buyers, manufacturers, distributors, suppliers, and business partners to share knowledge and create business opportunities by attending the expo and other high-quality industry activities hosted by CBME.



Why Visit?



One-stop sourcing platform for all aspects throughout the industry under one roof



Get a sneak peak of new and innovative products, and stay ahead of industry trends



Match with suppliers and brands more efficiently by joining Business Matchmaking Meetings



Tap into new modes and find new growth areas in the industry through diverse events and conferences



Network with industry experts, manufacturers and suppliers, and gain valuable business insights and partnerships



Why Exhibit?


- ◆ Create a benchmark for the children, baby and maternity industry with over 4,500 global premium brands
- ◆ Engage with over 100,000 omni-channel trade buyers from all over the world
- ◆ Grow brand visibility and market exposure to gain a competitive advantage in the industry
- ◆ Expand business networks, cultivate new partnerships, and secure sales orders
- ◆ Gain deep insights into the latest industry trends, seize global business opportunities, and discover new markets

Gather 4,300 Global Premium Brands



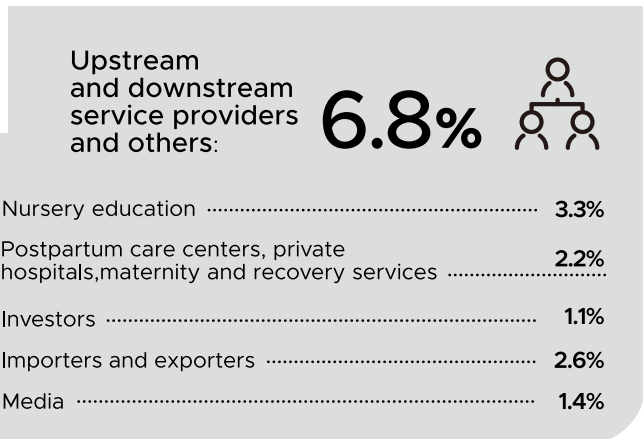
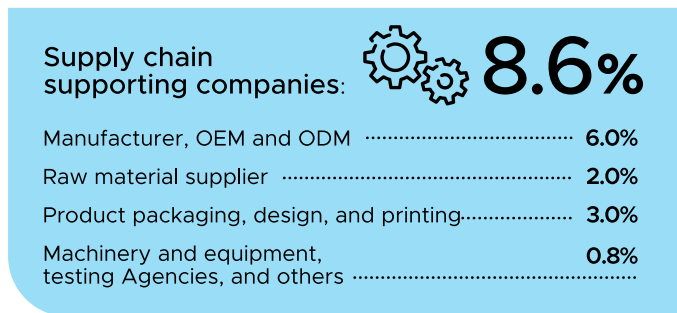
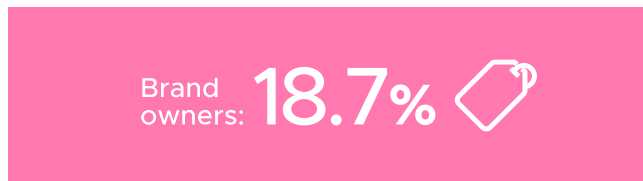
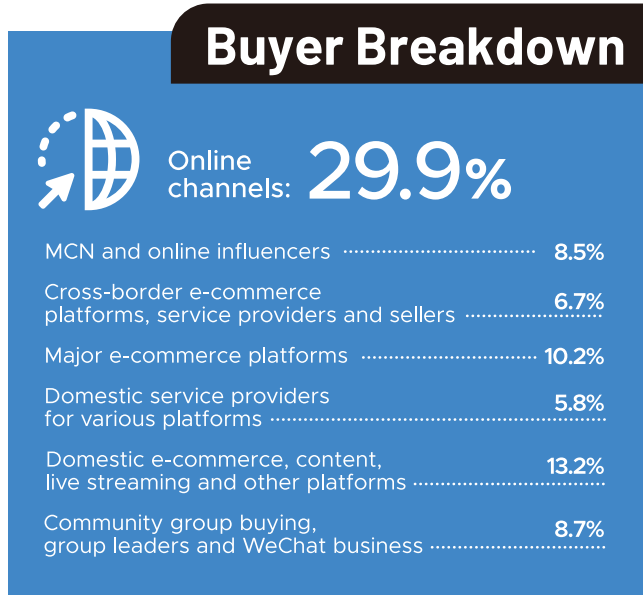
* Partial exhibit brands

Overseas Brands from 30 Countries and Regions around the world

Australia				Denmark			
							
Germany				France			
							
South Korea				United States			
							
Norway				Japan			
							
Spain				Singapore			
							
Italy				United Kingdom			
							
Hong Kong, China				Canada			
							
Sweden				Taiwan, China			
							
Finland				New Zealand			
Netherlands					Belgium		
Switzerland			Thailand			Turkey	
							

103,041 professional buyers across multiple channels participated

The ratio of offline to online channels remained relatively stable, with the supply chain exhibition attracting various brands and supply chain companies, resulting in a slight increase in figures



Opportunities are growing in overseas markets



Industry buyers are evolving



RATE SHEET

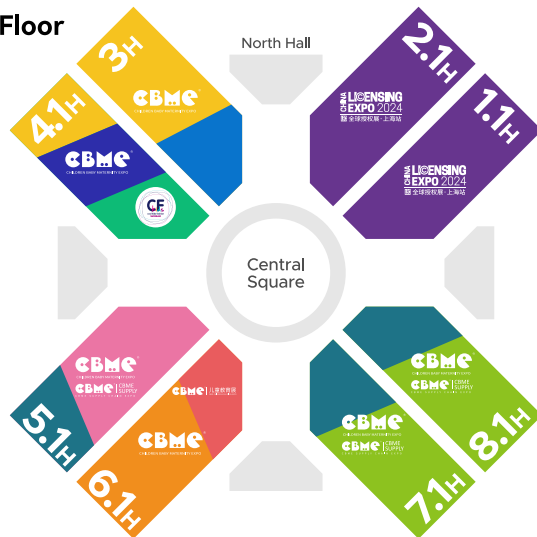
2025 July 16-18
NECC (Shanghai)

Raw space - USD (net) per sqm (>42m²)

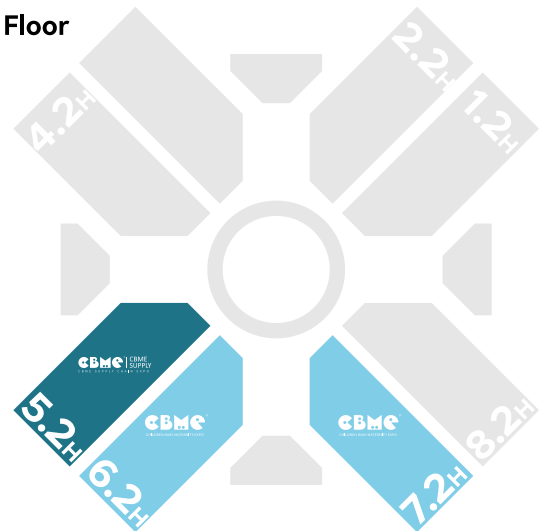
/	1 side open	2 side open	3 side open	4 side open
Silver	\$282	\$285	\$288	\$291
Gold	\$294	\$297	\$300	\$303
Platinum	\$306	\$309	\$312	\$315

- CBME Marketplace: USD 474 per exhibitor (before tax) valid from January 1, 2025 to December 31, 2025
- Exhibitors are required to pay 6% VAT.
- Exhibition subsidies: Exhibitors from some cities can apply for exhibitor subsidies from local exhibition authorities or industry associations, please contact the relevant local departments for details.

First Floor (0m)



Second Floor (16m)



First Floor (0m)

- 3H** Strollers, Car Seats and Accessories
Outdoor Life
- 4.1H** International Pavillion,
Cribs, Dining Chairs and Furniture
Cool Kids Fashion
- 5.1H** Baby & Kids Wear, Shoes and
Accessories Baby & Kids Home
Textiles Clothing Raw Materials
- 6.1H** Toys, Study and Education
CBME, Children Education Expo
- 7.1H** Milk Powder and Nutraceuticals for
CBM, Family Nutrition
Nutraceuticals OEM/ODM
- 8.1H** Food, Nutraceuticals and Snacks
for CBM Healthy Snack Foods
Snack Foods OEM/ODM

Second Floor (16m)

- 5.2H** Supply Chain-Packaging Materials
Mother and Baby Care Products-Feeding,
Daily Care and Paper Products
- 6.2H** Mother and Baby Care Products
-Personal Care, Paper Diapers and Paper
for Daily Use
- 7.2H** Mother and Baby Care Products
-General Supplies, Feeding Intelligent
Home Appliances

Concurrent Events

CHINA LICENSING EXPO 2025

1.1H/2.1H

Licensing Expo Shanghai (LEC)

CBME | 儿童教育展
CHILDREN EDUCATION EXPO

6.1H CBME

CBME | CBME SUPPLY CHAIN EXPO

Clothes Supply Chain

5.1H

Food Supply Chain

7.1H/8.1H

Product Supply Chain

5.2H

■ Welcome On Board, join a new venture!

ONBOARD AREA

If you would like an easy & low risk investment option to test the Chinese market and build connections in China, this one is for you!



How it Works?

We provide your business with:

- ***CBME Membership:** granting free access to our seminars, which provide you with rich insight and knowledge of Chinese market (at least 2 times a year)
- ***Brand introduction:** an introduction and display on CBME's official wechat account (with +500K followers, and a large percentage of buyers)
- ***CBME community promotion:** this covers 500+ buyer groups and 100K professional buyers

Size Options

Price

6 sqm
(a well-designed counter)

2,158
USD

9 sqm
(your very own booth)

3,759
USD

18 sqm
(your very own booth)

6,879
USD

* Subject to the availability of the specific activity.

Let the spotlight shine on you!

SPOTLIGHT

If you would like to show your brand strength, enhance your brand influence and connect with more local partners, this option is for you!



How it Works?	Size Options	Price
<p>We provide your business with:</p> <ul style="list-style-type: none"> *Exclusive matchmaking: Exclusive and precise Matchmaking VS selected Chinese/Asian buyers who are interested in OS brands *CBME Membership: granting free access to our seminars, which provide you with rich insight and knowledge of Chinese market (at least 2 times a year) *Brand introduction: an introduction and display on CBME's official wechat account(with +500K followers, and a large percentage of buyers) *CBME community promotion: this covers 500+ buyer groups and 100K professional buyers *Access to our online platforms: one-stop B2B online platform (CBME Marketplace) 	<p>36 sqm (eco-friendly booth)</p>	<p>16,652 USD</p>
	<p>54 sqm (eco-friendly booth)</p>	<p>24,726 USD</p>

* Subject to the availability of the specific activity.

■ Made of Starlight, to be the future star!

MEGASTAR

If your brand is big, strong and ambitious, this option is for you. Get greater access, connect with partners and gain even more exposure in the Chinese and SEA marketplace!



How it Works?

We provide your business with:

- * **Access to the Buyers Party:** Entrance tickets for the exclusive CBME Buyers Party, Network with 300 top buyers
- * **Additional Brand Exposure:** interview with famous Chinese press/social media/influencers
- * **Exclusive matchmaking:** Exclusive and precise Matchmaking VS selected Chinese/Asian buyers who are interested in OS brands
- * **CBME Membership:** granting free access to our seminars, which provide you with rich insight and knowledge of chinese market (at least 2 times a year)
- * **Brand introduction:** an introduction and display on CBME's official wechat account (with +500K followers, and a large percentage of buyers)
- * **CBME community promotion:** this covers 500+ buyer groups and 100K professional buyers
- * **Access to our online platforms:** one-stop B2B online platform (CBME Marketplace)

Size Options

Price

72sqm
(raw space)

20,971
USD

90sqm
(raw space)

26,089
USD

108sqm
(raw space)

31,206
USD

* Subject to the availability of the specific activity.



Celia Gu

General Manager of Informa Markets in Hangzhou

Email: celia.gu@informa.com

Celia Gu is the Managing Director Informa Markets in Hangzhou. She has 25 years' experience in the maternity and baby products industry and 15 years management experience. She is now responsible for project P&L, strategic planning on products and services (Children, Baby, Maternity Industry and Licensing Industry) and making sure the organization structure is geared for the business growth and development.



Lloyd Attwell

OS Sales & Marketing Director

Email: lloyd.attwell@informa.com

Having lived in China for almost a decade, Lloyd has spent the largest part of his professional career helping companies enter the Chinese market. His focus is on providing value and simplifying doing business in China and across Southeast Asia.



Alina Zeng

OS Sales Executive

Email: alina.zeng@informa.com

Alina Zeng, with three years of experience in the children, baby, and maternity products industry, has in-depth knowledge and has served over 500 brands. She is well-positioned to provide valuable insights into the Chinese market and has extensive experience working with international brands.



Hannah Hu

Senior Marketing Executive

Email: hannah.hu@informa.com

With many years of marketing experience in the events industry, she is an expert in events and buyer development. Thriving on creating impactful connections and fostering growth opportunities, dedicated to helping international buyers connect with exhibitors.

Cooperation Partners

Official Media **时尚育儿全媒体** **CBME洞察**

Official Online Matchmaking Platform **CBME云采宝**

Special Contributing Parenting Platform **微博母婴育儿** **sina新浪育儿**
baby.sina.com.cn

Cooperation Platforms **小红书** **快手电商** **京东** **天猫国际** **抖音电商全球购** **巨量引擎** **知乎** **亲子** **百度营销**
美团 **美团闪购** **新潮传媒**

Overseas Partners **abc** all baby & child international **ASEPRI** Baby & Kids products from Spain **BeFe** 배페 **cobe** COBE BABY & KID TALK **Canada CWB** **ecplaza** **中國玩具專刊** H K 3 C **HKTDCC** HONG KONG TRADE DEVELOPMENT COUNCIL **iaai** INTIMATE APPAREL ASSOCIATION OF TAIWAN **ICTI ethical toy program** **Innovation Norway** **JETRO** 日本貿易振興機構 **aT** 韓國農水產食品流通公社 **kotra** Korea Trade-Investment Promotion Agency **MOMMY MUNDO** **SEGE FAIRS** **Shanghai Cham** 中國貿易發展局 SHANGHAI-上海 **Taiwan Toy & Children's Article Manufacturers Association** **UK Government** 英國政府 **100% MODAPORTUGAL**

Media Partners **安全食報** FOOD SAFETY **babytree** **宝宝树** **蝉妈妈** **蝉魔方** **大雅探展** **昊图食品网** HotoFood.com **火爆** 孕婴童招商网 **marie claire** **金录资讯** CHINA JINLU MEDIA **linkshop** 婴童零售行业网站 **媒体管家** www.jtmediamanager.com **能者会展网** Nengzhe Exhibition Network **Peclers Paris** **品牌服装网** www.china-cl.com **6TEF.cn** 品牌童装网 **去展网** QUFAIR.COM **STPP** **上海市青浦区融媒体中心** SHANGHAI QINGPU MEDIA CENTER **深圳市玩具行业协会** Shenzhen Toy Industry Association **生活时尚** Children's Young **食品展会大全** FoodEx360.com **食品展会网** FOODEXWORLD **玩尚网** **小竹熊** **展大人** 孕婴童展 招募人 **Herbridge** 植提桥 **中国发展改革报社** CHINA TEXTILE **中国经济导报** **中国婴童网** www.YOUNG360.COM **中国童装** China KidsWear **中国孕婴童招商网** www.anfng.com **Made-in-China.com** 中国制造网 **中婴童情** 中国母婴行业健康专业媒体 **中婴童网** www.baboc360.com 推动母婴产业健康、可持续发展 **妈妈网** **第一财经** **MY 每月会展** **优酷少儿**

Cooperation Organizations **CMREBI** 婴童商学院 **禅旧研究院** GENEST SM RRD **LIK** 洛可可 **MMA** **PARTNER** 柏特广告 **POP 趋势·服装** www.POP-FASHION.COM **Prime** Business Consulting 普理商务咨询(上海)有限公司 **万月家沅** WAN YUE GROUP **威正康讯** WEI ZHENG KANG XUN 上海市民营经济协会 妇幼教智服务专委会 **数字100** 中国印刷城

* Listed in no particular order

