



CBME GBA 2023 Post-Show Report

30,000m²*
Exhibition Area

600+*
Brands

20,000+*
Trade Buyers

*2024 Estimated



The Greater Bay Area and the Pan-Pearl River Delta region are burgeoning markets for maternity and children products

According to CBME, **80%** of surveyed brands express interest in tapping into the Greater Bay Area market.

Over **43%** of the national children, baby and maternity population

In the Pan-Pearl River Delta region, the number of newborns exceeded 4.13 million in 2022, accounting for 43% of the national newborn population. The population of individuals aged 0-14 in this region reached 88.24 million, constituting 37% of the total, indicating a robust market

650,000 Manufacturing enterprises

Possessing the country's largest world-class light industry manufacturing base with 650,000 factories, the region is famously referred to as the "Factory of the World"; Among them, Chenghai's toy manufacturing enterprises alone account for 15,000

No.1 in GDP nationally

The Pan-Pearl River Delta region, with one-third of the national economic output, boasts the highest economic vitality index in the country. The Greater Bay Area ranks first in GDP and has a per capita disposable income three times the national average.

Leads in ASEAN export volume, one third of national volume

The Greater Bay Area, with its prime geographical location, stands as China's most crucial region for foreign trade development. It also holds the distinction of being China's largest cross-border trade center, boasting the nation's highest trade volume with ASEAN, exceeding one third. Cross-border exports represent a substantial 70% of the national total

270,000+ Buyer Resources

CBME has 270,000+ Pan-Pearl River Delta channels resources and 24,000+ traders.

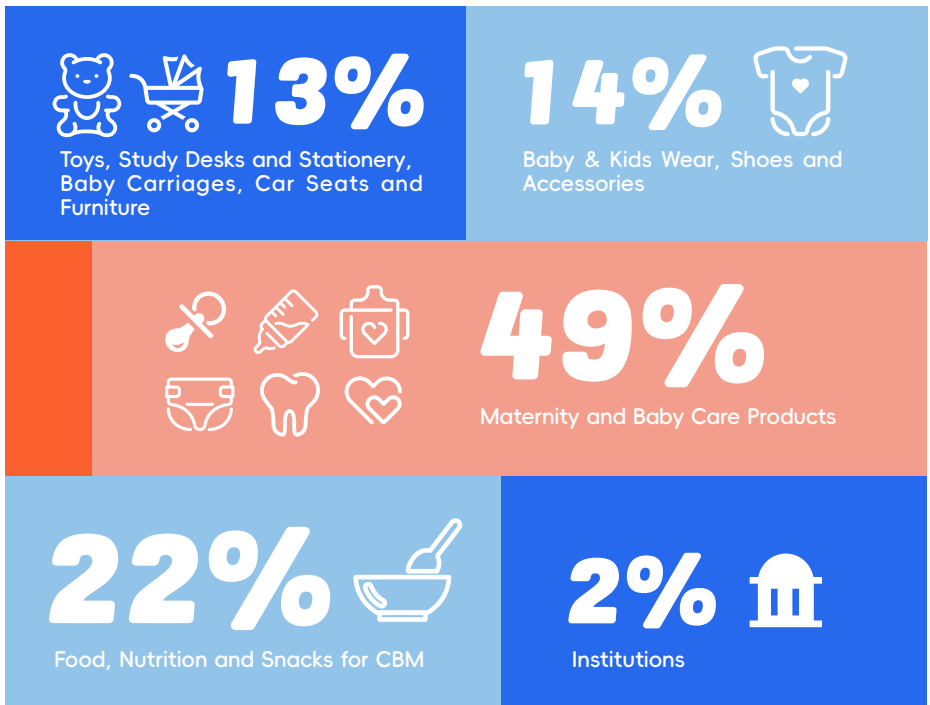
Key Data for the CBME GBA 2023:



- Professional buyers from Pan-Pearl River Delta **75%**
- First-time professional visitors **86%**
- Post-90s and post-00s professional visitors **41%**

The exhibition was held concurrently with the Child-Friendly Expo (CFE)

Exhibitor Breakdown



130 OEM/ODM Factories and Supply Chain Exhibitors

Gathering 560+ Global Premium Brands



*The above are some of the high-quality brands, and the order does not indicate priority



CHILDREN BABY MATERNITY EXPO

2024.3.14-15

Hangzhou, China

hi innovation



Creating a Multi-Dimensional Trading and Service Platform for the CBM Industry

CHILDREN BABY MATERNITY EXPO



CHILDREN BABY MATERNITY EXPO

Children Baby Maternity Omni-Channel Service Platform

2024.7.17-19

Shanghai, China



CHILDREN BABY MATERNITY EXPO

CBME GBA

Rooted in the Greater Bay Area, Radiating across the Pan-Pearl River Delta

2024.12.2-4

Shenzhen, China



Exhibitor Booth Application



Visitor Registration Info

Contact us:

CBME-GBA@informa.com

Exhibitors Saying

Chen Ge President Friesland China



Thanks to CBME for providing us with such a robust platform, enabling deep interaction with consumers and partners. We conducted 10 online streaming in two consecutive days, accumulating over 820,000 views in a total of 12 hours, definitely a record breaker.

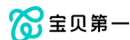
Xiaobei CEO HeyBetter



Thanks to CBME for providing a communication platform, allowing us to feel the enthusiasm and facilitating closer communication with customers. Looking forward to the next year's event.

Lu Wenxin Brand Manager Petite Marguerite

The Greater Bay Area International Children Baby and Maternity Products Industry Expo is a professional event that attracts maternity, baby, and children's brands and suppliers from all over the country. As a brand dedicated to the children's clothing, we highly value this exhibition as it provides us with a crucial platform to showcase our brand image, promote products, and expand our market presence. Here, we can engage in discussions with peers, and at the same time, connect with potential customers and partners. We look forward to growing together with everyone in the days ahead.



Gui Lin Director Business Department at Babyfirst

Participating in The Greater Bay Area International Children Baby and Maternity Products Industry Expo provided valuable resources and information for creative evolution, brand growth, business strength, and collaboration, also helping the brand to establish a more forward-looking layout and preparation for future development.

Zhou Jian Vice President of Marketing, Yeeper Dairy General Manager, Yeeper Teyi



At CBME GBA, we showcased our latest products and services, receiving acclaim and cooperation opportunities. I appreciate the team's efforts and express gratitude to each visitor for their recognition.



Yuan Yi
Vice President
The A2 Milk Company,
Greater China Region

Our booth was consistently popular throughout the three days, interacting with many new and existing users and gaining favor from over a hundred high-quality maternal and baby stores and channel partners. I'm looking forward to see everyone here again in 2024.



Yao Xiaobo
Founder
Yunbaby Brand

CBME witnessed our brand reaching new heights in the domestic market. Through the CBME, we showcased a series of products that smartly create a new life for mothers and babies to a broad audience both domestically and internationally. Additionally, we presented comprehensive solutions for maternal and infant products. The extensive communication with over 600 clients has further solidified our brand's strategic direction, aiming to create the most competitive brand products as we head into 2024.



Liu Baosong
Sales Director
High& Gogo (Denps)
Shanghai Trading Co., Ltd.

Thanks to CBME for organizing the exhibition in The Greater Bay Area in 2023. Our company's participation in the inaugural CBME GBA yielded considerable results. We were honored to receive the 2023 CBME Annual New Potential Brand Award. During the exhibition, numerous popular stores from the South China region sought consultation at our booth. Simultaneously, this marked a firm step forward for our company's expansion into the Southeast Asian market. We eagerly anticipate the CBME GBA 2024!



Zhang Qin
General Manager
Shandong Hengfa
Hygienic Products Co.,Ltd.

Our participation in CBME over the years has been rewarding. This attempt at CBME GBA exceeded our expectations, and we will continue to showcase in the Greater Bay Area to bring more variety and high-quality products to the maternal and baby industry.



Duan Yunfeng
Founder & CEO
Zhongke Weizhi (Beijing) Biotechnology Co., Ltd

Leveraging the professional communication platform provided by CBME, we fully "connected" upstream and downstream resources and "sought out" like-minded partners, jointly exploring the strong market potential in the Pan-Pearl River Delta region.

20,808 Professional Buyers from 72 Countries and Regions Worldwide

63%

Agents/Distributors

Comprehensive Maternity and Baby

Chain Stores

Boutique Maternity and Baby Stores

Other Offline Retail Stores



15%

Cross-Border Major Sellers

Cross-Border Service Providers

Cross-Border E-Commerce Platforms

Trading Companies

Buyers from Southeast Asia, Hong
Kong, Macau, and Taiwan, China



&

15%

Online Influencers

Community Group Buyers

MCN

Domestic E-Commerce/Content/

Online Streaming Platforms



7%

Brand Owners

Supply Chain Supporters

Upstream and Downstream Service

Providers

Others



Domestic and Overseas Buyers Delegation

Seven Trees
SCapital Group
Kujing Know-How
Mommy Baby Products Association of
Guangdong
Hainan Maternity, Baby, and Children's
Industry Association
Chengdu Libei Trading Co., Ltd.
Fuzhou Qishida Trading Co., Ltd.

Guangdong Lvchen Trade Co., Ltd.,
Guangxi Haierbao Trading Co., Ltd.
Nanning Mingzhihao Trading Co., Ltd.
Sichuan Rongshengda Trading Co., Ltd.
Sichuan Zhongdahechuang Trading Co., Ltd.
Chengdu International Trade City
Hehuachi Wholesale Market
Hunan Gaoqiao Grand Market



Professional Buyers Gather at the CBME GBA

Gather High-quality Online and Offline Buyers

High-quality maternity and baby agents, maternity and baby chain stores, boutique maternity and baby stores, postpartum care centers, cross-border platforms, overseas buyers, group leaders, KOLs, etc.



*The above are some of the buyers, and the order does not indicate priority



BBS 小鲨鱼



JUKY



Memore



菜菜团



简爱乐选



猫家严选



女王大人



十亿好物



桐年万物



小象团



echo 小茵茵



宝藏妈妈 Amy



儿歌点点



二胎妹妹在深圳



老爸评测



四娃妈 oli



主持人周洲



带娃的小璐



企鹅爸爸



拾味爸爸

*The above are some of the influencers, and the order does not indicate priority

Purpose of Visiting

Visit the exhibition to evaluate whether to exhibit next year

Conduct market research to stay informed about the latest trends

Look for partnership /investing opportunities

Find new business partners

Explore new products

Place orders

Participate

Seek distribution /agency opportunities

in collaborative projects



Look for OEM/ODM/ raw material suppliers

Meet with current partners

Exciting Events and Conferences, Provide You with More Industry Networking Opportunities

Opening Ceremony of CBME GBA 2023



CBME Greater Bay Area Children- Baby-Maternity Industry Development Conference

5 Theme Conferences, 45 Topics, 64 Industry
Experts and Professionals, Covering 2,000+ Buyers
Cross-border (Export) Development Forum
Brand Innovation Forum
Channel Innovation Forum
Maternal and Child Service Innovation Forum
CBEM GBA Early Childhood Development Conference



Greater Bay Area Omni-Channel Business Matchmaking Meeting

6 Thematic Business Matchmaking
Meetings, 265 High-quality buyers, including
82 overseas buyers from 37 countries
and regions. Efficiently connecting with
622 premium brands resulted in 34,450
successful matchmaking meetings.



Factory Tour

Organizing domestic high-quality online and offline
buyers to visit and learn from Guangdong Obee
Personal Care Products Co., Ltd., and Guangdong
Winsun Personal Care Products Co., Ltd. The factory
leaders guided the visit through showrooms,
workshops, quality control laboratories, and
finished product warehouses, fostering discussions
on the future development and opportunities of
the paper product supply chain.





Hot Products Live Street

Influencers like Er Tai Jiaojiao Zai Shenzhen (ID: 二胎姣姣在深圳), Si Wa Ma Oli (ID: 四娃妈 Oli), Qi E Baba (ID: 企鹅爸爸), Yiwan Mama (ID: 伊万妈妈), and Yi Zhi Hai Xing Ma (ID: 一只海星妈) collaborated with 72 premium brands for live broadcasts during the exhibition, effectively aiding exhibitors in expanding their online channels.



Cross-border Consultation Area

Gathering 14 outstanding service providers in the cross-border e-commerce sector; offering specialized one step solutions for cross-border consultation, platform entry, promotion, intellectual property compliance, supply chain connections, account security, AI technology, data marketing, and payment solutions - addressing challenges for brands going global.



CBME GBA Early Childhood Development Conference

Inviting industry experts and renowned kindergarten directors to share insights on 0-3 years old baby and toddler care services, 0-6 years old early childhood education, and integrated childcare. Discussions are conducted on themes such as "Leading Trends," "Educational and Teaching Systems," and "Operational Management of Childcare Centers." The conference attracted over 500 attendees.



Interview Room-Shenzhen Media Group (SZMG)

SZMG, in collaboration with CBME GBA, conducted interviews with 12 enterprises, accumulating over 100,000 views during the exhibition



CBME Marketplace Online Venue

Online Buyers: 9,418
Scheduled Meetings: 6,471
Conducted Meetings: 3,778



Visitors Saying

Wang Jiannan COO Kuajing Know-How



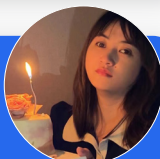
Acknowledged CBME for embracing international expansion, providing a high-quality experience and harvest for millions of global enterprises in the baby and child industry. We hope CBME will establish a strong presence in the bay area, share hands with us alongside the path to international expansion!

Song Chunyan General Manager Tai'an Sunshine Beibei



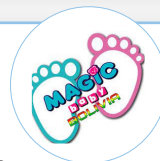
Hosting this exhibition in Shenzhen with its rich content, the offline channel matchmaking meeting, and advantageous supply chain prices have been significant for me. This is the most rewarding experience in the maternal and baby industry since I started. We feel like we've hit the jackpot – CBME has not only broadened our horizons but also provided a clear direction for our industry.

Niaobuxi Renowned Product Blogger



It's an honor to participate in the CBME GBA. Originally, I just wanted to attend as an observer, but I was pleasantly surprised to find that many exhibiting manufacturers have a solid foundation in live-streaming e-commerce. As an influencer, this is one of the rare opportunities in the past year to connect with manufacturers and boost sales. If there are similar exhibitions in the future, we will definitely actively participate and prepare for them.

MAGIC BABY BOLIVIA Magic Baby Bolivia Children's Clothing Store



Visiting the CBME GBA allowed me to discover many emerging infant and toddler brands and products. The innovative designs and high-quality products have sparked my interest, and I believe they will achieve tremendous success in the market. Successful collaboration agreements were also signed during the event.

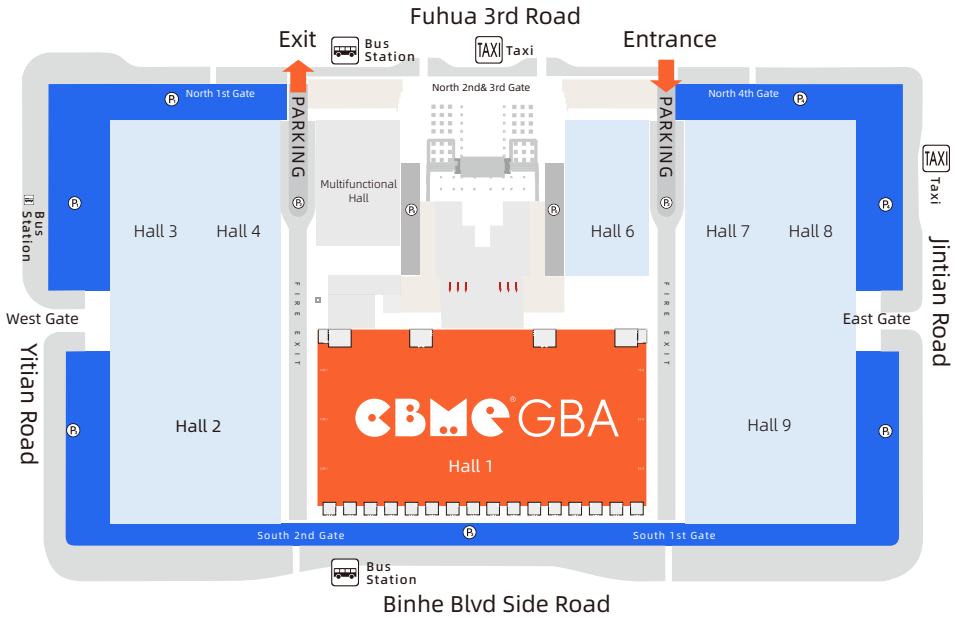
Xiao Yanyang General Manager Chongqing Happy Baby Maternal and Baby Store



The significance of the exhibition held in December is profound. In previous years, we attended the CBME China in Shanghai. Now, being able to explore new brands and manufacturers in South China is highly valuable. CBME GBA provides convenience for all of us. Additionally, understanding and coordinating more with the source suppliers is crucial. We are happy that the brands at this event are of high quality, and the assistance from OEM manufacturers has been significant. Furthermore, the CBME exhibition process, team service, and responsiveness to our customer needs are getting better and better.

CBME GBA 2024

Reserve Your Booth Now



RATE SHEET (Excluding 6% VAT)

Specifications	Raw Space (36 sqm and above)	36m ² Simple Decorated Booth	18 sqm Standard Booth	9 sqm Standard Booth	9 sqm Standard Booth (Factory)
Rate (USD)	262 USD/ m ²	13,607 USD/Booth	5,410 USD/Booth	3,115 USD/Booth	1,967 USD/Booth

Discount

- Renewal Customers: 9% off for CBME GBA 2023 exhibitors
- Multi-Expo Collaboration: 9% off for exhibitors participating in CBME China 2024 or Hi Innovation Week 2024
- Booking booth of 54 m² or above : 15% off
- No discounts for Factory Zone Standard Booths

CBME GBA 2024 Booth Formats

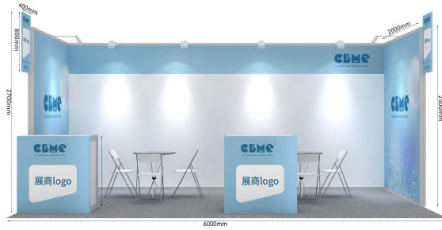
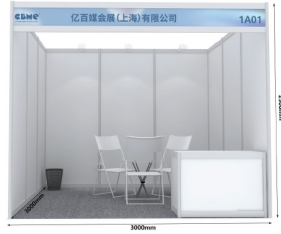
Brand Standard Booth (9m²) 3mX3m

Basic Configuration: Company fascia board × 1, Consultation table (1m high) × 1, Glass round table × 1, White folding chair × 3, Long-arm spotlight × 3, 500W socket × 1, Trash bin × 1, Flame-retardant carpet (9 m²) × 1



Factory Standard Booth (9m²) 3mX3m

Basic Configuration: Company fascia board × 1, Consultation table (0.75m high) × 1, White folding chair × 3, Long-arm spotlight × 3, 500W socket × 1, Trash bin × 1, Flame-retardant carpet (9 m²) × 1



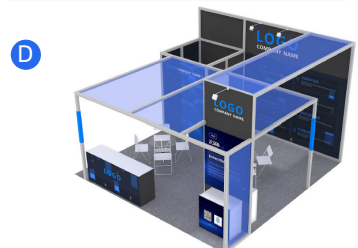
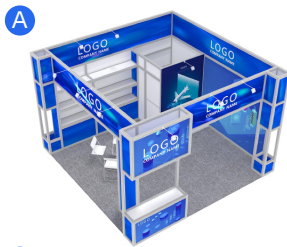
Brand Standard Booth (18m²) 3mX6m

Basic Configuration: Company fascia board × 2, Consultation table (1m high) × 2, Glass round table × 2, White folding chair × 6, Long-arm spotlight × 6, 500W socket × 2, Trash bin × 2, Flame-retardant carpet (18 m²) × 1

Simple Decorated Booth (36m²)

Basic Configuration:

Main frame 6×6×4H m (0.8m square aluminum) × 1, White folding chair × 1, Glass round table × 1, Flame-retardant carpet 6×6m × 1, Waste paper basket × 2, 500W socket × 3, Consultation counter 1×0.5×1H m × 1, Low locker 1×0.5×0.75H m × 2





2024.3.14-15
Hangzhou, China



Creating a Multi-Dimensional Trading and Service Platform for the CBM Industry

CHILDREN BABY MATERNITY EXPO



2024.7.17-19
Shanghai, China



2024.12.2-4
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Contact us:

CBME-GBA@informa.com



Exhibitor Booth Application



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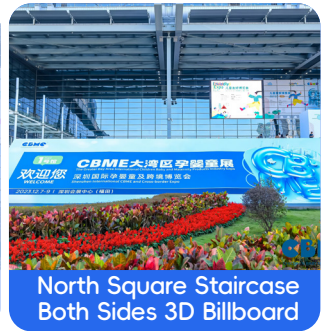
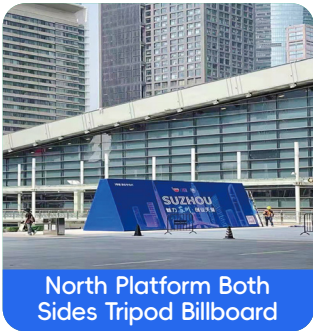


Benefits	Title Sponsor	Single Lecture Sponsorship
Inclusion of sponsor's logo in CBME WeChat Official Account promotions and tweets	Exclusive tweet: 1 post	✓
Display of sponsor's logo on CBME official website and parallel venue	✓	✓
Display of sponsor's logo in CBME official EDM promotions	✓	✓
Display of sponsor's logo in the forum scene	Using CBME KV as the background	✓
Display of sponsor's logo in CBME visitor guide, conferences during the event	✓	✓
Joint formulation of 20 minutes of theme topics in the main venue	✓	✓
Placement of sponsor's materials on the audience seats during the forum (shall be audited by the organizer)	✓	
Distribution of sponsor's small gifts at the forum entrance	✓	
Display of one sponsor's signboard at the forum entrance (designed by sponsor and crafted by the organizer)	✓	
Announcement of sponsor information by the host during the forum.	✓	
Non-speaking time playback of sponsor's video during the forum (carousel, non-exclusive)	✓	
Sending reminder SMS to the audience on the forum day, presenting the sponsor's brand name (simplified)	✓	
Both parties collaborate on-site for audience organization and invitation	✓	
Sponsorship fee (Excluding 6% VAT)	24,590 USD	8,197 USD
Seat	Limited to 1 seat per session	Limited to 1 seat per session



Sponsorship (Excluding 6% VAT)

Type	Location	Rate (USD)	Qty	Format
On-site Advertising	North Platform Both Sides Tripod Billboard	8,197 USD	1 piece	10.5m × 3.7m (W × H)
	North Square Middle Staircase	14,754 USD	1 piece	17.7m × 5m (W × H, facing north) 17.7m × 1.4m (W × H, facing south)
	North Square Both Sides Staircase 3D Billboard	13,115 USD	1 piece	17.7m × 5m (W × H, facing north) 17.7m × 1.4m (W × H, facing south)
	North Square Flag Banner Advertising	8,197 USD	20 pieces	1m × 3.5m (W × H)
	Exhibition Hall High-altitude Hanging Flag Advertising	4,918 USD	1 piece	4m × 6m (W × H)
	Indoor Door Building Advertising	8,197 USD	1 piece	6m × 4m (W × H)



Explore Your Business in the Pan-Pearl
River Delta (PPRD) Region, China

The Greater Bay Area International Children Baby and Maternity Products Industry Expo

Shenzhen International CBME and Cross-border Expo

2-4 December 2024

Shenzhen Convention & Exhibition Center (Futian)

30,000m²*
Exhibition Area

600+*
Brands

20,000+*
Trade Buyers *2024 Estimated



**Booth reservations are
in high demand!**

Leo Liu
186 6464 8062



See you in 2024!

CBME GBA
Hall 1