

CBME®GBA

Children Baby Maternity Expo

(The Greater Bay Area)

**BOOST YOUR BUSINESS IN
SOUTH CHINA**

Opening Hrs.:

2-3 Dec. (MON.-TUE.) 09:00-17:00

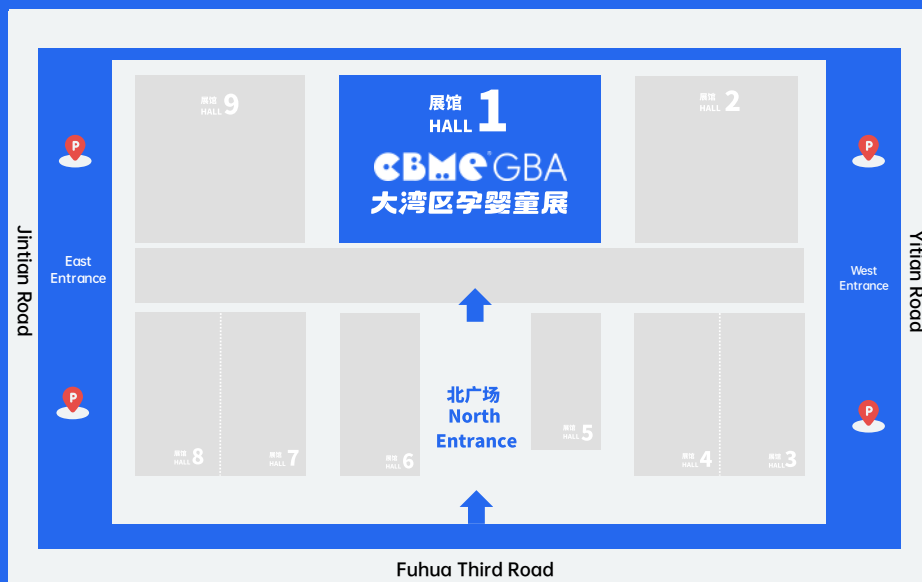
4 Dec. (WED.) 09:00-15:00

Venue:

Shenzhen Convention and Exhibition Center

Fuhua Third Road, Futian District

Shenzhen, China



Inquiry Form



**APPLY
NOW**

Tel.: 86 20- 35951635

Email: CBME-GBA@informa.com

DATE

2-4 December 2024

VENUE

Shenzhen Convention
and Exhibition Center
Shenzhen, China

ORGANIZER



Boost Your Business In South China With CBME

About CBME GBA

CBME is the world's premier one-stop trade fair for the children, baby and maternity industry. With three Events in China (Shanghai, Hangzhou and Shenzhen), and two events overseas (India and Turkey), CBME global events enable exhibitors and visitors to make new business contacts and conclude valuable deals.

For satisfying the industry practitioners' eagerness in developing their business in the Pan-Pearl River Delta region, the CBME GBA (Children Baby Maternity Expo (The Greater Bay Area)) launched its inaugural edition right in the center of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) –Shenzhen City, spanning 45,000 sqm and attracting over 500 exhibiting companies and brands along with 20,808 trade buyers at its inaugural edition in December 2023.

CBME GBA 2024 Overview

Date:
2-4 December 2024

Venue:
Shenzhen Convention and Exhibition Center
Shenzhen, China

30K
SQM.

EXHIBITION AREA

600
+

EXHIBITORS

20K
+

BUYERS

Explore the business opportunities in GBA



The **Guangdong-Hong Kong-Macao Greater Bay Area (GBA)** is a vibrant city cluster that comprises the Special Administrative Regions (SAR) of Hong Kong and Macao, as well as nine municipalities in Guangdong (Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing). The total population in the GBA is over 86 million. Collectively, the GBA represents a vibrant economic force with a GDP of about US\$1.7 trillion.



Guangdong's total number of births ranked NO.1 in China

Located in southern China, Guangdong Province has maintained its position as the only province with the number of births surpassing 1 million for four consecutive years, and the province has also been the top performer in terms of births for six consecutive years. According to statistics that have been published by local authorities, a total of 1.03 million births were recorded in 2023 in Guangdong.



Shenzhen: the pioneer city for cross-border e-commerce in China

Official statistics show that there are 150,000 cross-border e-commerce exporters in Shenzhen, accounting for half of the Chinese sellers on platforms like Alibaba's International Station, Taobao Global, AliExpress, Lazada, and eBay. Additionally, one-third of the Chinese sellers on Amazon hail from Shenzhen.

In 2023, Shenzhen's cross-border e-commerce generated 326.53 billion yuan of foreign trade, cross-border e-commerce could be an ideal channel for the foreign brands' landing entrance.

An Outstanding Edition of CBME GBA 2023



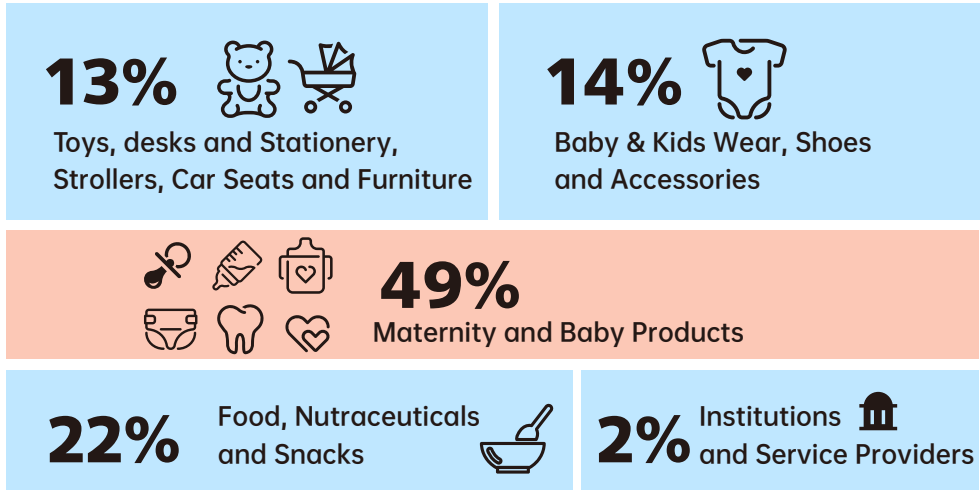
560+
Brands participated in the 1st edition of CBME GBA and extend their presence in the market

the 2023 CBME GBA successfully hosted 560 exhibitors and brands from international and domestic across 450,000 gross sqm, with 20,808 visitors

20,808
Buyers visited the 1st edition of CBME GBA



Exhibitors' Breakdown



130 Exhibitors from OEM/ODM and Supply Chain

63%
• Agents/Distributors
• Comprehensive Maternity and Baby Chain Stores
• Boutique Maternity and Babyshops
• Other Offline Retailers

15%
• Cross-border Major Merchants
• Cross-border Service Providers
• Cross-border E-commerce Platforms
• Trading Companies
• Buyers from Southeast Asia and Hong Kong, China, Macao, China, and Taiwan, China

15%
• Online Influencers
• Community Group Buying
• MCN Agencies
• Domestic E-commerce, Content and Live Streaming Platforms

7%
• Brand Owners
• Supply Chain Support
• Service Providers
• Others

Exhibitors' Testimonials



We are grateful that CBME GBA 2023 offered us an exceptional platform that facilitated profound engagement between our brand and both consumers and collaborators. We successfully hosted 10 live sessions over 2 days during the exhibition, garnering a remarkable viewership exceeding 820,000 in 12 hours, breaking our previous records.
Chen Ge, President of FrieslandCampina China



At CBME GBA 2023, we showcased our newest products and services, earning a great deal of praise and numerous collaborative opportunities. Our heartfelt thanks goes to the dedication of our team and the affirmation from all attendees.
Zhou Jian, Vice President of Marketing at Yeeper Dairy and General Manager of Yeeper Specialty Medicine

Buyers Highlights

Concentration in Regional Demographics

90% of visitors come from the South China area (incl. Hong Kong SAR and Macao SAR).

Young Generation, New Players, New Partners

Visitors from the 90s and 00s accounts for over **41%** of all trade buyers.



What to expect at CBME GBA 2024

20,000+ Buyers

- 16,000+ Retailers, Boutique Store, Agents and Distributors from Pan-Pearl River Delta Region.
- 4,000+ Cross-border E-commerce platforms and sellers
- 500+ Retailers and local E-commerce buyers from Southeast Asian

Buyer Highlights



Regional Retailers and Sales Network



Online Influencers



Cross-border E-commerce



Services · Activities · Network



One-on-One Business Matchmaking Meetings



Industry Development Conference



**Factory Visit
Industrial Awards
Media Interview**

BOOK NOW

Choose Your Booth at CBME GBA 2024

Brand Standard Booth 9m² (3m x 3m)

19,000 RMB/booth

Booth Facility Description

- One Company Fiscia Board,
- One 1m high Information Counter
- One Glass Round Table
- Three White Folding Chairs
- Three Long Arm Spotlights
- One 500w Socket, One Wastebasket
- 9m² Fireproof Carpet



Brand Standard Booth 18m² (3m x 6m)

33,000 RMB/booth

Booth Facility Description

- One Fiscia Board
- Two 1m high Information Counter
- Two Glass Round Tables
- Six White Folding Chairs
- Six Long Arm Spotlights
- Two 500W Sockets
- Two Wastebaskets
- 18m² Fireproof Carpet



Factory Standard Booth 9m² (3m x 3m)

12,000 RMB/booth

Booth Facility Description

- One Fiscia Board,
- One 0.75m high Information Counter
- Three White Folding Chairs
- Three Long Arm Spotlights
- One 500W Socket
- One Wastebasket
- 9m² Fireproof Carpet

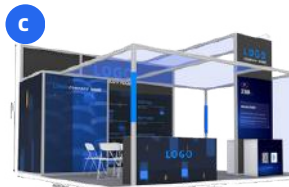


Upgraded Booth 36m²

83,000 RMB/booth

Booth Facility Description

- Main Frame (6*6*4H m, 0.8m² Aluminum Square)
- Six White Folding Chair
- One Glass Round Table
- One Fireproof Carpet (6*6m)
- Two Wastebaskets
- Three 500W Sockets
- One Information Counter (1*0.5*1H m)
- Two Lockable Cabinets (1*0.5*0.75H m)



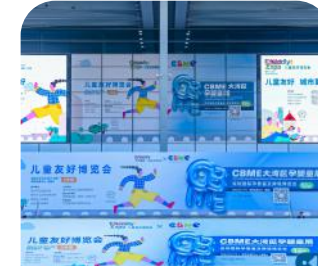
Discount Policy

- **For Renewal:** Exhibitors of CBME GBA 2023 are entitled to a 10% discount.
- **Multi-Show Linkage:** Exhibitors of CBME Shanghai 2024 or the 2024 Hi Innovation Week are entitled to a 10% discount.
- Booking 54 m² and above can enjoy a 15% discount.
- Factory standard booths are not eligible for any discounts.

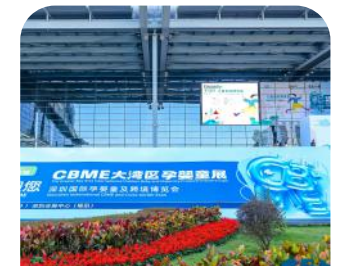
Get More Attention On-Site



Outdoor Triangle Billboard at North Square (Side road)



Outdoor Billboard at North Entrance (Main road)



Outdoor Billboard at North Entrance (Side road)



Outdoor Street Flag



Hanging Booth Banner



Concourse Banners

ITEMS	PRICE (RMB)	QTY	DESCRIPTION
Outdoor Triangle Billboard at North Square (Side road)	50,000	1 piece	10.5 *3.7 M (W*H)
Outdoor Triangle Billboard at North Entrance (Main road)	90,000	1 piece	Two sides: 17.7 *5 M (W*H) 17.7 *1.4 M(W*H)
Outdoor Triangle Billboard at North Entrance (Side road)	80,000	1 piece	Two sides: 17.7 *5 M (W*H) 17.7 *1.4 M(W*H)
Outdoor Street Flag	50,000	20 piece	1 *3.5 M (W*H)
Hanging Booth Banner	30,000	1 piece	4 *6 M(W*H)
Concourse Banners	50,000	1 piece	6 *4 M (W*H)

CBME Events Network in China Infinite Ways to Grow Your Business.

Want a great location? Choose your booth today.

2024.12 | Shenzhen

CBME[®] GBA

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

Strengthen your reach in Southern China
/ Expanding across borders, reaching across the globe
/ Venturing into Southeast Asia market

2024/12/2-4

Shenzhen Convention &
Exhibition Center (Futian), China



2025.7 | Shanghai

CBME[®]
CHILDREN BABY MATERNITY EXPO

International Children Baby
and Maternity Products
Industry Expo

Comprehensive Channels for the Children,
Baby & Maternity Industry / Complete Categories
/ Entire Industry Supply Chain & Business Service Platform

2025/7/16-18

National Exhibition and Convention Center
(Shanghai), China



2025.3 | Hangzhou

hi 嗨创周[®]
innovation

Hi Innovation
Week

Develop high-quality new channels/
Connect with new buyers

2025/3/13-14

Hangzhou International
Expo Center

