



Company Profile

CBME China

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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.

CBME China showcases products and supporting services throughout the entire industry chain, including maternity, baby and children's products, strollers, car seats and furniture, food, toys, clothing, shoes and accessories, comprehensive maternity and baby services, and supply chain.

CBME China creates a perfect platform for professional buyers, manufactures, 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.

Our **Mission** and **Vision**

Mission

Our mission is to help businesses in our industry make business happen.

Vision

We are not simply an event organizer, we want to lead and improve the industry, while continuing to provide a world-class hub for businesses in the child, baby and maternity industry.

Our Goals



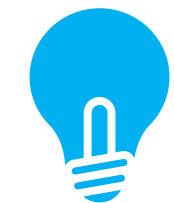
Goal # 1

To provide the world best multi-purpose hub for the children, baby and maternity industry



Goal # 2

A one-stop platform for all channels and services related to the children, baby and maternity industry



Goal # 3

An entry point to the Chinese market and central point to access Southeast Asia

Our Milestones

Founded the magazine

Baby & Mother,
later renamed as
Fashion Baby

CBME officially became
UBM family members

CBME India Exhibition
launched

Combination of
UBM and Informa

The 1st CBME Pan-Mother-Baby
Ecology Innovation for Hi
Innovation Week was held in
Hangzhou

2000

2010

2013

2018

2022

2001

2012

2017

2021

2023

The 1st CBME China
was successfully held
in Guangzhou

Acquisition of EFEM,
CBME Türkiye
Exhibition launched,
Start exploring
overseas markets

Licensing Expo
Shanghai Launched
(LEC)

CBME Marketplace
Launched

The 1st CBME the
Greater Bay Area
Expo was successfully
held in Shenzhen

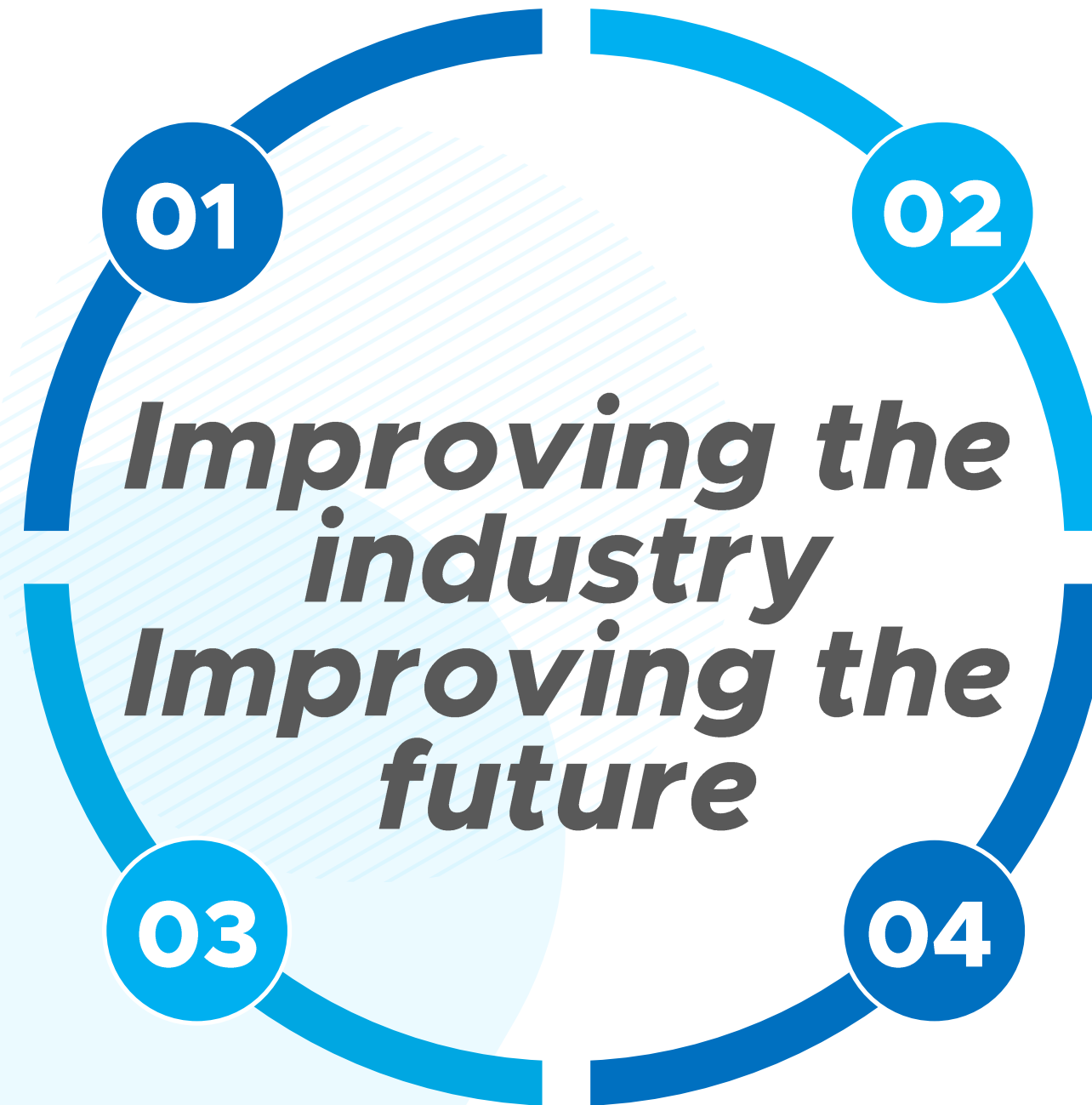
Our Ecosystem

Value-driven Product Creation

CBME Awards
Tailored partnership events,
Cool Kids Fashion Show,
KOL livestream street,
onboarding area, and more

Industry Insight

Exclusive Industry Research
Reports
Experts Insights
Trend Reports



Channels Matchmaking

5 Exhibitions

1 Online Platform: CBME Marketplace
Online & Offline Events of Full Year

70+ Online Themed Matchmaking
Meetings Throughout the Year

Leading Innovation

New trends hall
Themed Event Week
Business Workshop Events

Our Reach

Matchmaking



50+ Online Business Matchmaking sessions annually, time-saving and effective service

CBME GBA

2-4 December 2024
Shenzhen

Exploring the business
in the Pan-Pearl River
Delta(PPRD) Region, China

CBME GBA

CBME Türkiye

11-14 December 2024
Istanbul Expo Center

Tap the Eurasian
and Middle East
Flourishing Markets

CBME
CHILDREN BABY MATERNITY EXPO
TÜRKİYE

Hi Innovation Week

13-14 March 2025
Hangzhou

Hi Baby | Hi Lady
Hi Family | Hi Pet
Top & Hot & New products
New channel, Big buyer
New trends, New ways

hi 嗨创周
innovation

CBME India

15-17 April 2025
Mumbai

Explore India's
Untapped Potential

CBME
CHILDREN-BABY-MATERNITY EXPO
INDIA

CBME China

16-18 July 2025
Shanghai

The globally renowned
omni-channel commercial
service platform for maternity,
children and baby

CBME CBME CBME
CHILDREN'S WEAR EXPO CHILDREN TOY EXPO CHILDREN'S FOOD & HEALTH EXPO
CBME 童装展 CBME 玩具展 CBME 孕婴童食品展

CBME CBME 儿童教育展
CHILDREN SUPPLY CHAIN EXPO CHILDREN EDUCATION EXPO

CBME
CHILDREN BABY MATERNITY EXPO

Annual Events



For more events, please follow the official account



Source consumer promotion services

With 24 years Industry Experience, CBME's resources continue to grow.

1.4M+

**Huge Industry
Database**

290,000+
Maternity and
Baby Stores

250,000+
Brands
Manufactures

20,000+
Boutique Stores

210,000+
Agents

140,000+
Overseas Buyers

140,000+
Online Buyers

TOP 1,900

**TOP Buyers
Tailored Matchmaking**

500+
Chain Stores

200+
Boutique Stores

100+
MCN

100+
Postpartum
Center

500+
Provincial Distribution
Agents

500+
KOL/Group Buying Leaders

100,000+

**Precise Social
Promotion**

30%
Retailers

20%
Agents

20%
Brands

30%
KOL & Group
Buying Leaders

Why CBME

Why Visit?



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, & discover new markets



CBME China

🕒 16-18 July 2025

📍 NECC (Shanghai),
China

2024 Post show report figures

Exhibitor Breakdown



35.2%

Mother and Baby
Care Products



21%

Food, Food Supplements
and Snacks for CBM



17.9%

Strollers, Car Seats,
and Furniture



15.3%

Baby & Kids Wear,
Shoes, and Accessories



10.7%

Toys, Study Tables,
and Stationery

Nearly 40 Categories of Online & Offline Omni-channel Buyers are accurately connected

Covering 100,000+ Buyers



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

49% Offline retailers

Comprehensive maternal and baby product stores/baby department stores	36.6%
Boutique stores for maternal and baby products	15.5%
Exclusive stores for kids' wear, kids' shoes and maternity wear	10.3%
Toy stores, fashion stores, gift shops and stationery stores	9.2%
Household, lifestyle and department stores	7.0%
Business properties and shopping malls	4.0%
Supermarkets and convenience stores	5.4%
Pharmacies and drugstores	3.3%
Independent food stores, discount wholesalers	0.8%

29.9% Online channels

MCN and online influencers	8.5%
Cross-border e-commerce platforms, service providers and sellers	6.7%
Major e-commerce platforms	10.2%
Domestic service providers for various platforms	5.8%
Domestic e-commerce, content, live streaming and other platforms	13.2%
Community group buying, group leaders and WeChat business	8.7%

8.6% Supply chain supporting companies

Manufacturer, OEM and ODM	6.0%
Raw material supplier	2.0%
Product packaging, design, and printing	3.0%
Machinery and equipment, testing agencies, and others	0.8%

6.8% Upstream and downstream service providers and others

Nursery education	3.3%
Postpartum care centers, private hospitals, maternity and recovery services	2.2%
Investors	1.1%
Importers and exporters	2.6%
Media	1.4%

18.7% Brand owners

26.3% Agents/distributors /wholesalers

Offline agents, distributors and wholesalers	16.5%
Online agents and distributors	7.4%
Whole domain agents and distributors	6.5%

Opportunities are expanding in overseas markets

Overseas buyers increased by **126%**

Asian buyers accounted for **76.4%**

Industry buyers are evolving

51.3% of attendees were new visitors

Buyers from the 90s and 00s generations made up **49.6%** (42% in 2023)



We have a number of countries participating in our international hall.

Our aim is to assist our country and region partners who want to bring foreign brands to participate in the Chinese and Southeast Asia Market. We are dedicated to making our platform and resources more accessible to international brands.



New Products

- New Product & Trends Area
- New Product Launch
- Limited Edition Delegation
- Pop-up Brand Interviews
- “CBME VISION”
- Future Maternity and Baby Trend Zone

New Maternity and Baby

- Popular E-commerce Products Collection Street
- High Quality Mom's Products Collections
- New Snacks Display
- Outdoor Parent-Child Zone
- New High Quality Zone
- Marketing Insight Zone

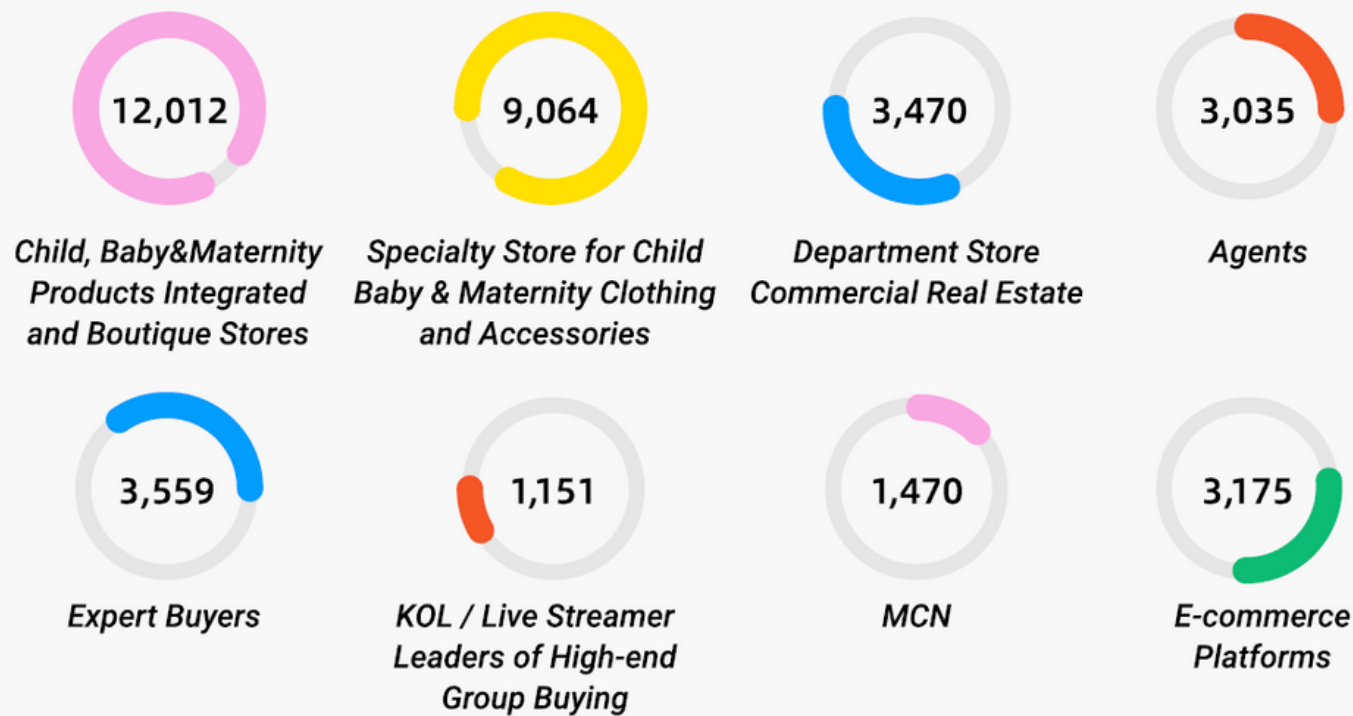
2024 CKF Scale

5,000m²
Exhibition
Area

180+
Exhibitors

Face-to-face Communication with 30,476 Buyers for Fashionable Baby & Kids Wear

Types and proportions of baby & kids wear buyers in 2023



- Press Release
- Children's Clothing Trend Innovation Summit
- Children's Clothing Accessories Innovation Summit
- Children's Clothing Trend Display Area
- Fashion Talk

Exciting Events Help You Grasp Industry Trends and Efficiently Match with Others

Business Matchmaking



Industry Summit



Theme Summit



CBME Salon



CBME Vision



Fresh Super New Product Garden



CBME New Product Launch

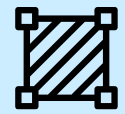


CBME Children's Fashion Show



🕒 16-18 July 2025

📍 NECC (Shanghai), China



300,000m²
Exhibition Area



3,200+*
Exhibitors



4,500+*
Brands



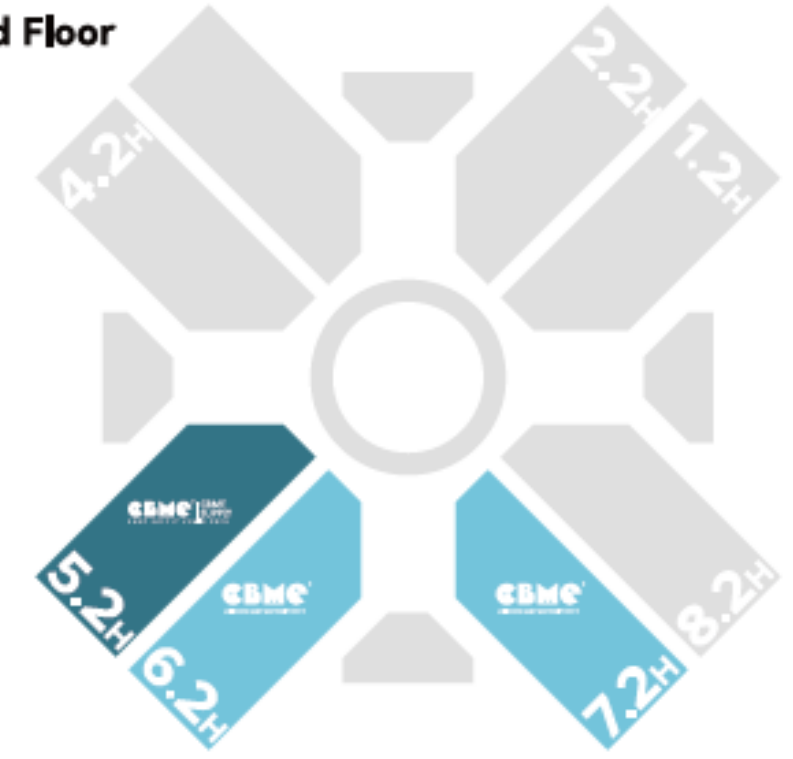
100,000+*
Trade Buyers

*2025 Estimate

First Floor (0m)



Second Floor (16m)



First Floor (0m)

- 3H** Strollers, Car Seats and Accessories
Outdoor Life
- 4.1H** International Pavilion,
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

6.1H CBME

CBME SUPPLY CHAIN EXPO

Clothes Supply Chain

5.1H

Food Supply Chain

7.1H/8.1H

Product Supply Chain

5.2H

CBME®GBA

CBME GBA

🕒 2-4 December 2024

📍 Shenzhen Convention & Exhibition Center
(Futian), China





*Connecting the Greater Bay Area
to the Southeast Asia*

CBME GBA covers Guangdong, Fujian, Hong Kong, Macau, Hunan, Jiangxi, Sichuan, Yunnan, Chongqing, Guizhou, Guangxi, Hainan and other regions.

Enhance your business reach in Southern China & Southeast Asia's children, baby and maternity market.





Tap into the potential of the greater Southern China Region *(incl. Hong Kong SAR and Macao SAR).*

Guangdong Province leads the nation in both newborn population and GDP, with 1.03 million newborns in 2023. Guangdong has been the only province with over 1 million births for 4 consecutive years and has led in birth numbers for six consecutive years. Newborn babies in the Southern China account for 43% of Chinese newborns. In 2023, Guangdong's GDP stood at 13.57 trillion yuan (approx. USD 1,79 trillion), ranking first in China.A

43%
*Proportion of newborns
(of Year 2023)*

Expand Across Borders & Reach Across the Globe

In 2023, China's cross-border export reached 1.83 trillion yuan, increasing by 19.6%, significantly outpacing the foreign trade export increase of 0.6%. Shenzhen has over 150,000 cross-border enterprises. In the first quarter of 2024, Shenzhen's cross-border import and export growth rate hit 95%.

19.6%
*2023 Cross-border
Export Growth*

Venture into the Southeast Asia Market

ASEAN Countries are China's largest trading partners, with total trade value share up to 15.4% in the first quarter of 2024. Guangdong is the preferred gateway for exporting to countries in ASEAN with high fertility rates. Southeast Asia has a rapidly growing population and a high birthrate opportunity, with an estimated 15.83 million births in 2022, indicating the boundless market potential.

1583
*5.83 million
Southeast Asian
newborns
(estimated in 2022)*



Hi Innovation

🕒 13-14 March, 2025

📍 Hangzhou
International Expo
Center





🕒 13-14 March 2025

📍 Hangzhou
International Expo
Center

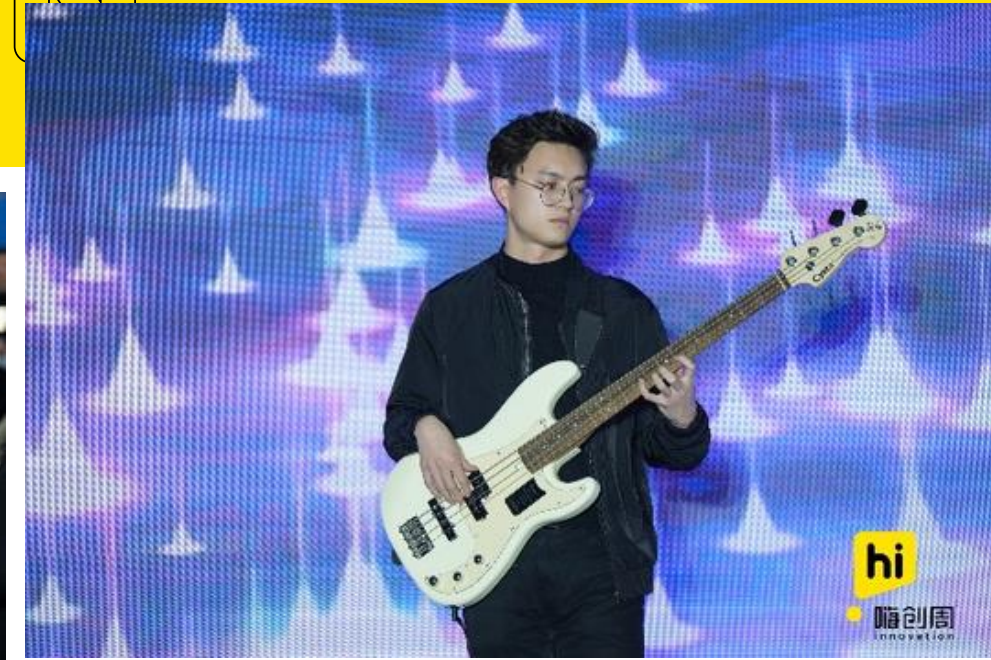
Hi Innovation 2025 will be held at Hangzhou International Expo Center from March 13rd to 14th in 2025. The exhibition is expected to cover an area of 30,000 square meters, with 1,000 hot brands, over 25,000 keen buyers from new channels and more than 20 innovative activities.

Hi Innovation Week 2025 will have its three themes-Hi Lady, Hi Baby and Hi Family-redefine pan-children-baby-maternity with new planning from three aspects of hit products, new buyers and immersive experience.

hi INNOVATION INNOVATION

New Products & Trends

Across the Mother-Baby Industry



New Players

Big Buyers from Across Various Channels



Immersive Experience

New Trends
New Approach



About Informa Markets

Informa Markets serves as a platform for commerce, innovation, and development across diverse industries and professional markets.

We empower global market participants with opportunities for engagement, experience, and transaction through our extensive portfolio of exhibitions, targeted digital services, and actionable data solutions. Informa Markets has hosted over 450 B2B exhibitions, covering 12 core areas.



About Informa



£12bn+

The group has a market capitalization of more than £12 billion.

450+

More than 500 leading B2B exhibition brands

260+

More than 200 professional information, business insight and data-driven brands.

3.5%

Informa Group underlying revenue growth

FTSE 100 /

Listed on the London stock exchange, it is one of the top 100 listed companies.

500+

Virtual Events

11,000+

Our employees are located in 30 countries and regions, mainly in the United States, the United Kingdom and China.

200

The group has customers in 200 countries around the world.

£3.165bn+ Rev. in 2023

Revenue exceeded 3.165 billion pounds in 2023.

£845m+ OP. in 2023

15+

Serves more than 15 professional, business and academic fields.

Our Management Team



Liu, Shine

General Manager



Gu, Celia

General Manager of HZ Office



Attwell, Lloyd

Overseas Sales & Marketing Director



Lan, Michelle

Overseas Sales Manager

Connect with us.

We want to partner with you



Email

lloyd.attwell@informa.com



Linkedin

*[Children Baby Maternity
Expo \(CBME\)](#)*



Call us

86 21 6157 7220



Website

<https://en.cbmexpo.com/>