

CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

41st INTERNATIONAL İSTANBUL CHILDREN BABY MATERNITY INDUSTRY EXPO

13-16 DECEMBER 2023

İstanbul Expo Center Hall 1-2-4-8

POST SHOW REPORT

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"BIGGEST INDUSTRY
EXHIBITION OF
THE REGION"

CBME TÜRKİYE: A PREMIER HUB FOR THE BABY AND CHILDREN'S PRODUCTS INDUSTRY

The 41st International Istanbul Children Baby Maternity Industry Expo took place at the Istanbul Expo Center Hall 1-2-4-8 between 13-16 December 2023. The region's biggest industry event attracted **more than 15.000 visitors** from **124 different countries**.

This edition of CBME Türkiye once again drew professionals from around the globe, affirming its international status as a magnet for visitors worldwide. Visitors actively engaged in placing orders and establishing connections with industry professionals, contributing to the dynamic and vibrant nature of the event.

With the quality of buyers and the variety of international business opportunities, CBME Türkiye is the leading trade fair for the industry in the region.



EXHIBITOR FIGURES

CBME Türkiye once again solidified its position as the center of trends and trade for the global baby and kids' products industry. With an impressive lineup of over **1,100 exhibitors from 10 different countries**, there were **415 booths** to explore for visitors.

CBME Türkiye 2023 was organized across **4 halls** and covered **42,000 square meters** of exhibiting space. Showcasing an array of innovative products, exhibitors revealed their latest products in carriages & safety, feeding & care, furniture & home textiles, alongside a wide range of trendy ready-to-wear fashion and accessories. An impressive **65,000 collections** for the **Spring-Summer 2024 season** targeting the **0-16-year-old** age group were presented, providing a sneak peek of what's to come in stores.

Exhibitor brands with the rich product variety, and the colorful atmosphere of the fair received a full mark and high satisfaction from visitors.

1.100+
Exhibiting
Brands

10
Countries

65.000+
Showcased
SS24 Models

42.000
SQM Exhibition
Area

10 Exhibiting
Countries

CHINA, EGYPT, INDIA, KYRGYZSTAN, PALESTINE, POLAND
PORTUGAL, TÜRKIYE, UNITED KINGDOM, UZBEKISTAN

EXHIBITOR PRODUCT GROUPS



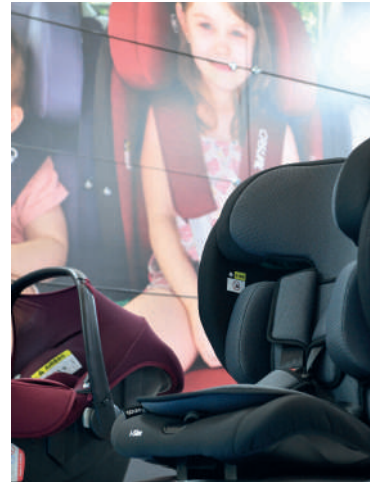
NEWBORN & BABY FASHION



FURNITURE & HOME TEXTILE



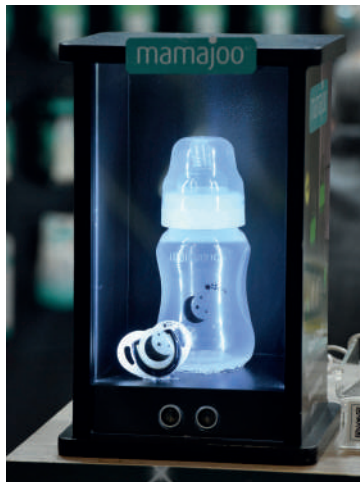
CHILDREN & TEENAGE
FASHION



CARRIAGES & SAFETY
PRODUCTS



EVENING & CEREMONY
FASHION



FEEDING & CARE
PRODUCTS



SHOES, SOCKS, UNDERWEAR,
NIGHTWEAR, SWIMWEAR
FASHION



TOYS & BIKES

WHAT WAS NEW?

Three captivating areas shine a spotlight on new brands at the show!



START-UPS

This section of the show was where you can find new trends and ideas, from organic products to creative innovations. We are proud to host 8 start-up brands with a new style of booth in this exclusive area, showcasing pioneering concepts in the industry.

Moontales, Pinolini, Dia&Mond, Metajir, Lo Easywear, Happy Caretta, Lujobear, Krea the Label

NEW COMERS

A new destination for buyers to discover the great brands of tomorrow: Newcomers.

Oliven the Kid, Motherhood, Play Up, Luna Mia, Rois Jeans



CHINA PAVILION

Introducing for the first time, our China Pavilion! Here, we showcased 15 leading Chinese brands, representing the forefront of innovation and quality in the industry, offering a unique perspective and a wide range of exciting products.

Xiamen Colorbaby, Megasoft (China), Only Baby Factory, Yangjiang Xinyao, Tianlei Corp., Phanpy Baby Products, Jessie Baby, Shenzhen Tph Tech, Kata Baby Stroller, Yunbaby, Xiamen Doopser Tech, Babymoon Breast Pump, Hubei Aimile Strollers, Coballe Happy Baby.

“89% of our exhibitors recommend CBME Türkiye exhibition to other sector professionals.”

VOICES FROM CBME TÜRKİYE 2023 EXHIBITORS

“We have had many visitors from countries in the Middle East, such as Turkmenistan, Azerbaijan, and Iran. These are new markets where we are trying to introduce the Beppi brand. I have already spoken with some of my colleagues about participating in this exhibition. It is one of the most important exhibitions for kids' clothes and shoes in the market.”

Nuno Maia | **BEPPI, Director of Commercial (Portugal)**

“We are a UK-based company and we manufacture and import children's clothing. We had quite a few inquiries from the Middle East, Russia, and very good connections from Kuwait. It is our first time, and we would definitely recommend other exhibitors to come here. It is a quite large exhibition, and the experience is quite good so far.”

Enayet Ali | **DOMINO GIRL, Director (United Kingdom)**

“The show has been very good for me. I've met with a lot of potential business partners from various countries, including Kazakhstan, Russia, Türkiye, Pakistan, Central Asian countries, as well as from Iran and Iraq from the Middle East. All contacts that I made are new. I hope to come back again next year. If you compare CBME Türkiye with other international kids' shows, I think the show is much more successful than other ones because of the number of exhibitors and visitors that you see here.”

Paul Bart | **BLUE SEVEN, Export Manager (Germany)**

“We specialize in selling socks, ties, hats, and other kids' accessories. This is our second time on this fair. The organization is very good. For us, this is very important to be here. We have new orders and also find a lot of new items at the other booths, so this is a very good experience for us.”

Witold Malkowski | **YO CLUB, CEO (Poland)**

“This is the second time we are exhibiting at CBME Türkiye. It's been a good show for us last time and this time is looking positive as well. We had visitors from across the world such as Europe, Asia, Africa, and the Middle East as well. So this is a good foot print for us to establish our company and our brands in these regions as we've looked to expand worldwide. And we are happy with the visitors that we have received this year as well.

Mohammad Akmal Ghafoor | **LITTLE GIANTS, Director (United Kingdom)**

“We are very pleased with CBME Türkiye's customer potential. We had visitors from Libya, Lebanon, Saudi Arabia, Russia, Kyrgyzstan, Poland, Portugal, Romania and the UK mostly. We want to exhibit again next year.

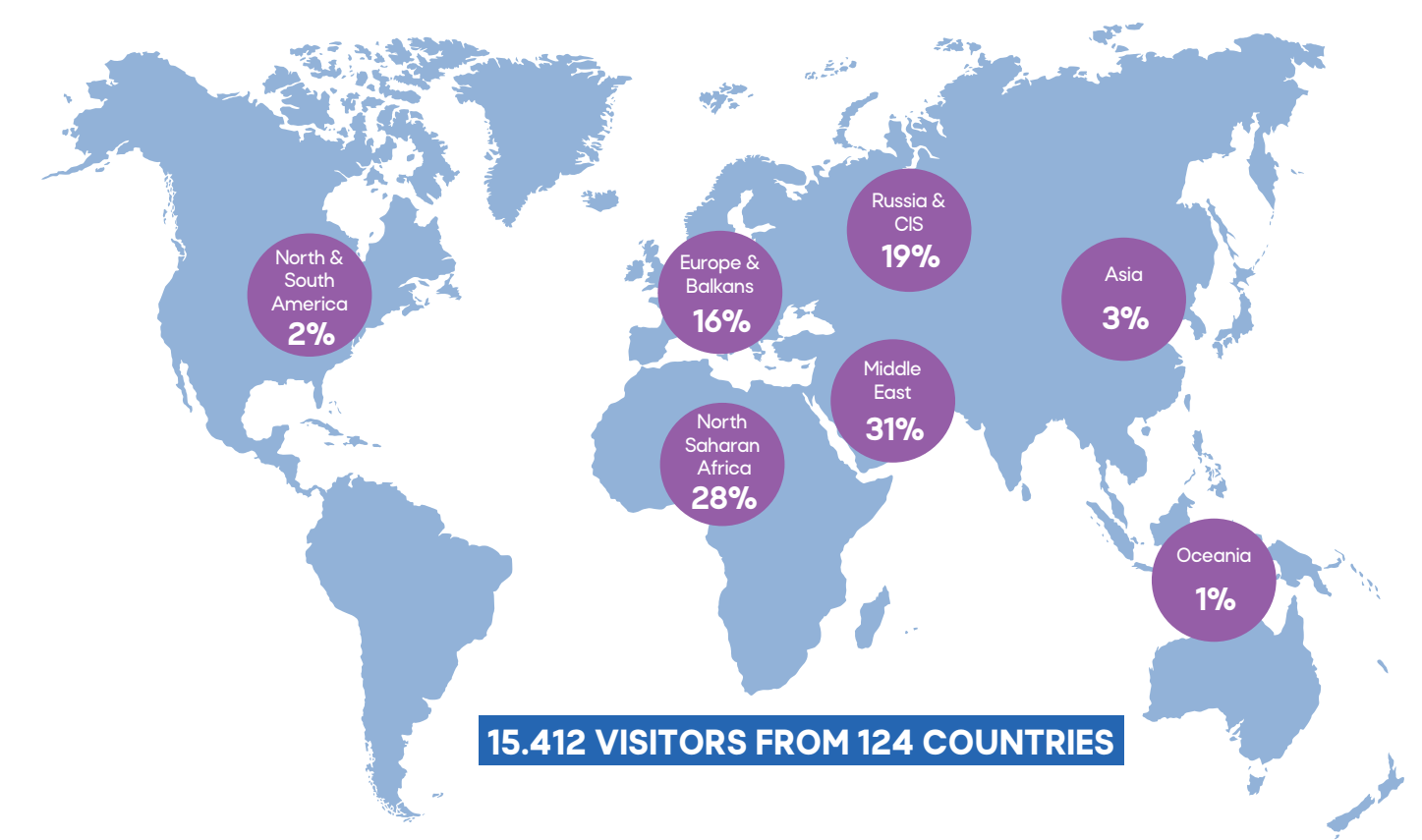
İnci Zingir | **SHE SHE & LIA LEA Sales and Marketing Manager (Türkiye)**

VISITOR FIGURES

Professionals in the global baby and kids' products industry are showing a growing interest in CBME Türkiye every year. CBME Türkiye 2023 hosted **15,412 sector professionals** from **124 countries**. This year, we've observed a notable rise in visitors from Europe and the Balkans, closely trailed by visitors from Asia and Africa regions.



Geographic Breakdown of the International Visitors



TOP 20

Algeria	Morocco
Russia	Lebanon
Libya	Jordan
Syria	Palestine
Iraq	Egypt
Saudi Arabia	Germany
Kazakhstan	Bulgaria
Iran	Tunisia
Greece	Kosovo
Ukraine	Serbia

VISITOR PROFILE

- 48%** Retailers, Department Stores & E-Commerce
- 23%** Wholesalers
- 13%** Manufacturers & Brand Owners
- 10%** Suppliers, Service Companies & Others
- 6%** Buying Offices & Importers & Distributors

INTERNATIONAL VISITOR COUNTRIES

AMERICA & OCEANIA

American Samoa, Anguilla, Antarctica, Antigua and Barbuda, Argentina, Aruba, Bahamas, Belize, Brazil, Canada, Chile, Cuba, Dominica, Ecuador, Guatemala, Suriname, Tonga, United States of America, Venezuela.

ASIA

Afghanistan, Bangladesh, Bhutan, China, Hong Kong, India, Indonesia, Japan, Malaysia, Mongolia, Pakistan, Philippines, Sri Lanka, Thailand.

EUROPE & BALKANS

Albania, Andorra, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Ireland, Italy, Kosovo, Lithuania, Luxembourg, Malta, Montenegro, Moldova, Netherlands, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Ukraine, United Kingdom.

MIDDLE EAST

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen.

NORTH & SAHARAN AFRICA

Algeria, Angola, Benin, Cameroon, Chad, Congo, Djibouti, Egypt, Ethiopia, Gabon, Ghana, Guinea, Libya, Malawi, Mali, Morocco, Niger, Nigeria, Senegal, Sierra Leone, Somalia, South Africa, Sudan, Tanzania, Tunisia, Uganda, Western Sahara, Zimbabwe.

RUSSIA & CIS

Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Turkmenistan, Uzbekistan.

“94% of our visitors stated they would visit CBME Türkiye again in 2024.”

VOICES FROM CBME TÜRKİYE 2023 VISITORS

“We’re a clothing online store and this is our first time here. We’re very happy to see wonderful brands that we met for the first time. We were amazed by the huge fair area. We think here is extremely helpful for our business to grow, to find new partnerships, and to expand our market. We’ll definitely come again.”

Tsvetomila Gyonkova | **KIDS CORNER, Marketing Manager (Bulgaria)**

“I’m very happy to be here for the first time in CBME Türkiye. Our company is located in Miami, Florida. I’m really excited to find some good exhibitors here and to work with them. So far the show has been great. Hopefully, I’ll come back next year.”

Edna Lubonja | **SOPHISTICATED SPROUTS, Owner (United States)**

“I’m amazed in terms of dimensions and the quality of the exhibitors. This is the only occasion that the manufacturers could have to meet buyers that probably will not visit other exhibitions in Europe in the same kind of industry. It should not be missed, it’s a meeting point that has no equal. It’s very well organized show.”

Giorgio La Ferla | **PARALLELI - LA FERLA, Managing Director (Italy)**

“We’re looking for clothes and accessories for newborns. This is my first time at this exhibition, but I believe I will come here every year from now on.”

Ilko Kolak | **DITEH TRADE EVOLUTION, COO (Serbia)**

“I’m blown away by the show setup, the quality of the exhibitors, and the friendliness of everybody. It’s been amazing.”

Adeline Yolaine St John | **NURSERY ONLINE, Director (United Kingdom)**

“The experience is unbelievable. The evolution of the fair, with all the initiatives they’ve developed such as the trend area, seminars, and the overall atmosphere, makes it a super well-organized event. One of the main highlights of the fair is its geographical location in Istanbul, serving as a meeting point for buyers from at least three continents, especially from North Africa, Asia, and the Middle East. Having all supplies and demands in the industry under one roof for four days in the same place is incomparable. Due to its location, the fair serves to many different types of buyers. You’ll find a fantastic fair with a higher level of quality that you cannot find in any other fairs in the world.”

Eduardo J Teixeira-Alves | **TEIXEIRA CONSULTING, Director (Spain)**



EVENT HIGHLIGHTS



Trend Seminar by WGSN

The World's #1 trend authority WGSN presented Autumn-Winter 24/25 Kids Fashion Forecasts to more than 200 attendees on the second day of CBME Türkiye in a dedicated seminar area in the venue.

In this exclusive seminar, expert insights and the need-to-know fashion trends for A/W 24/25 have been shared with the participants. The presentation, which included macro trends affecting kids' wear; color, pattern, fabric, apparel, and accessories, received great interest both from the visitors and exhibitors.

Trend Seminar for Future Designers

We also hosted fashion design students at a separate presentation given by WGSN. The questions of students and the question of "What is a trend, how does it occur?" were answered at the "Trend Seminar for Future Designers".

Trend Area

We presented trend color harmonies of Autumn/Winter 2024-2025 and Spring/Summer '25 seasons at our trend area which takes place at the main foyer of the Istanbul Expo Center. Visitors and exhibitors had a chance to get insights in advance while taking the best pictures in front of our mood boards.



Future Zone

CBME Türkiye is where inspiration and trends are born. It's where they get their start and gain momentum before spreading beyond. One of our favorite destinations at the fair was the Future Zone, a real hotbed for future trends.

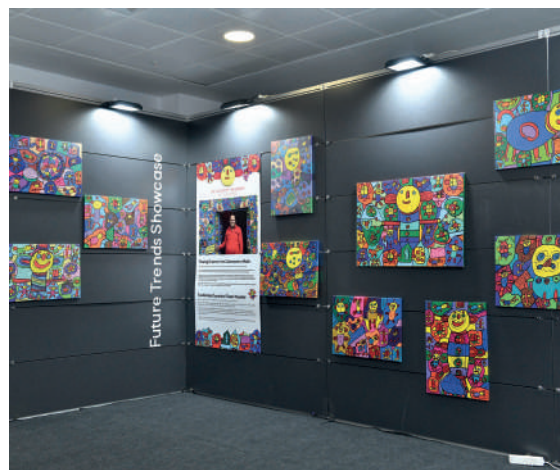


Women in the Industry Celebration

An exclusive event to celebrate girl power! We came together with women who inspire the industry with their contributions and achievements. We shared our stories and listened to the inspiring story of Puduhepa and Her Sisters, which is an award-winning social responsibility project that aims for social transformation through women's power.

Hosted Buyer Program

Meticulously organized the "Hosted Buyer Program" brought together 500 high-caliber buyers from 18 target countries including UAE, Kuwait, Palestine, Jordan, Algeria, Libya, Iraq, Egypt, Kazakhstan, Russia, Kyrgyzstan, Uzbekistan, Serbia, Turkmenistan, Czechia, Tajikistan, Saudi Arabia and Ukraine. Hosted Buyers who visited the fair for the first time and made order oriented B2B meetings with national & international exhibitors within the 4 days of the show.



Color of the Dream

We know and believe that everything starts with a dream and that dream always carries us to the next point.

A special talent Muhammed Yalçın, whose painting talent spills over from his canvases to his house and even to the streets of Ankara, shared his dreams with us and his dreams became the starting point of our visual world in 2024.

Muhammed Yalçın is a name with a special talent. His difference is revealed by his magnificent paintings that are beyond our abilities. His journey began in childhood when his teachers noticed his exceptional artistic skills. Our visitors and exhibitors had a chance to see the works of Muhammed Yalçın and learn more about his story at our special area devoted to his works.

WANNA TAKE A TRIP DOWN MEMORY LANE? CHECK OUT SOME SNAPSHOTS FROM CBME TÜRKİYE 2023!



“
THE BIGGEST
INDUSTRY
EXHIBITION OF
THE REGION
”



SOCIAL CHANNELS



23K+ Followers
3.6M+ Reach
81K+ Interaction
91K+ Likes



18K+ Followers
3.8M+ Reach
40K+ Impression
35K+ Interactivity



500+ Followers
317 Post Shared
2738 Interactions



New In!



Also follow us on



CBME Türkiye Supports Sustainability



CBME Türkiye, the biggest international baby and children exhibition, takes pride in fulfilling its social responsibility by taking many steps in sustainability to leave a more livable world to new generations as well as bringing the industry together.



As a part of our continued commitment to the sustainability of our events we have switched our event's electricity usage to be from renewable sources, therefore making our electricity usage carbon neutral and significantly reducing our events carbon footprint.

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CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

42nd INTERNATIONAL İSTANBUL CHILDREN BABY MATERNITY INDUSTRY EXPO

"THE BIGGEST INDUSTRY EXHIBITION OF THE REGION"

11-14 December 2024

İstanbul Expo Center Hall 1-2-4-8



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