



# CBME™

CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

**42<sup>nd</sup>** INTERNATIONAL İSTANBUL CHILDREN  
BABY MATERNITY INDUSTRY EXPO

**11-14 December 2024**

İstanbul Expo Center Hall 1-2-4-8



“YOUR GATEWAY TO  
NEW INTERNATIONAL MARKETS”

[www.cbmeturkiye.com.tr](http://www.cbmeturkiye.com.tr)



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**informa**markets



# AN INTERNATIONAL HUB FOR THE BABY AND CHILDREN'S PRODUCTS

**CBME Türkiye is the region's leading industry exhibition with a rich +30-year history.**

CBME Türkiye is the biggest and longest-running international baby and children's products fair in the region, which has been going on steadily for **more than 30 years**.

It stands out with its number of international visitors, purchasing volumes of buyers, product quality, and variety of its exhibitor brands among other related sector exhibitions.

It will bring together more than 1.100 baby hardware, feeding, furniture, and fashion brands. Ready-wear and accessory fashion brands will showcase their upcoming **Spring-Summer 2025** season collections for 0-16-year-old kids' fashion, as well as more than 65.000 models.



**1.100+**

Exhibitor  
Brands

**42.000**

SQM Exhibition  
Area

**65.000+**

Showcased  
SS25 Models

**20.000+**

Trade Visitors  
from

**120+**

Countries

## Exhibitor Product Groups



NEWBORN & BABY  
FASHION



FURNITURE & HOME  
TEXTILE



CHILDREN & TEENAGE  
FASHION



CARRIAGES & SAFETY  
PRODUCTS



EVENING & CEREMONY  
FASHION



FEEDING & CARE  
PRODUCTS



FOOTWEAR, SOCKS,  
UNDERWEAR,  
NIGHTWEAR FASHION



TOYS & BIKES

# ORGANIZED IN THE HEART OF TRADE: “İSTANBUL”

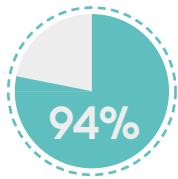
Being the center of finance and industry of Türkiye, Istanbul can be defined as **a business hub** for world markets thus maintaining its global importance for centuries.

Commercially viable and strategically crucial, Istanbul has one of the strongest geo-locations in Eurasia, hence **an ideal business meeting point with easy access.**

Acts as a bridge where you can reach 1.5 billion customers **efficiently and cost-effectively**, Istanbul is located only a single flight distance to many potential countries for export.



## Feedbacks of Exhibitors



rated CBME Türkiye as an important platform for their business



rated the quality of visitors from good to excellent



stated that they are very satisfied



will be exhibiting again next year

## Voices from CBME Türkiye 2023 Exhibitors

"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)

"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)

"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)

"It is one of the most important exhibitions for kids' clothes and shoes in the market."

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

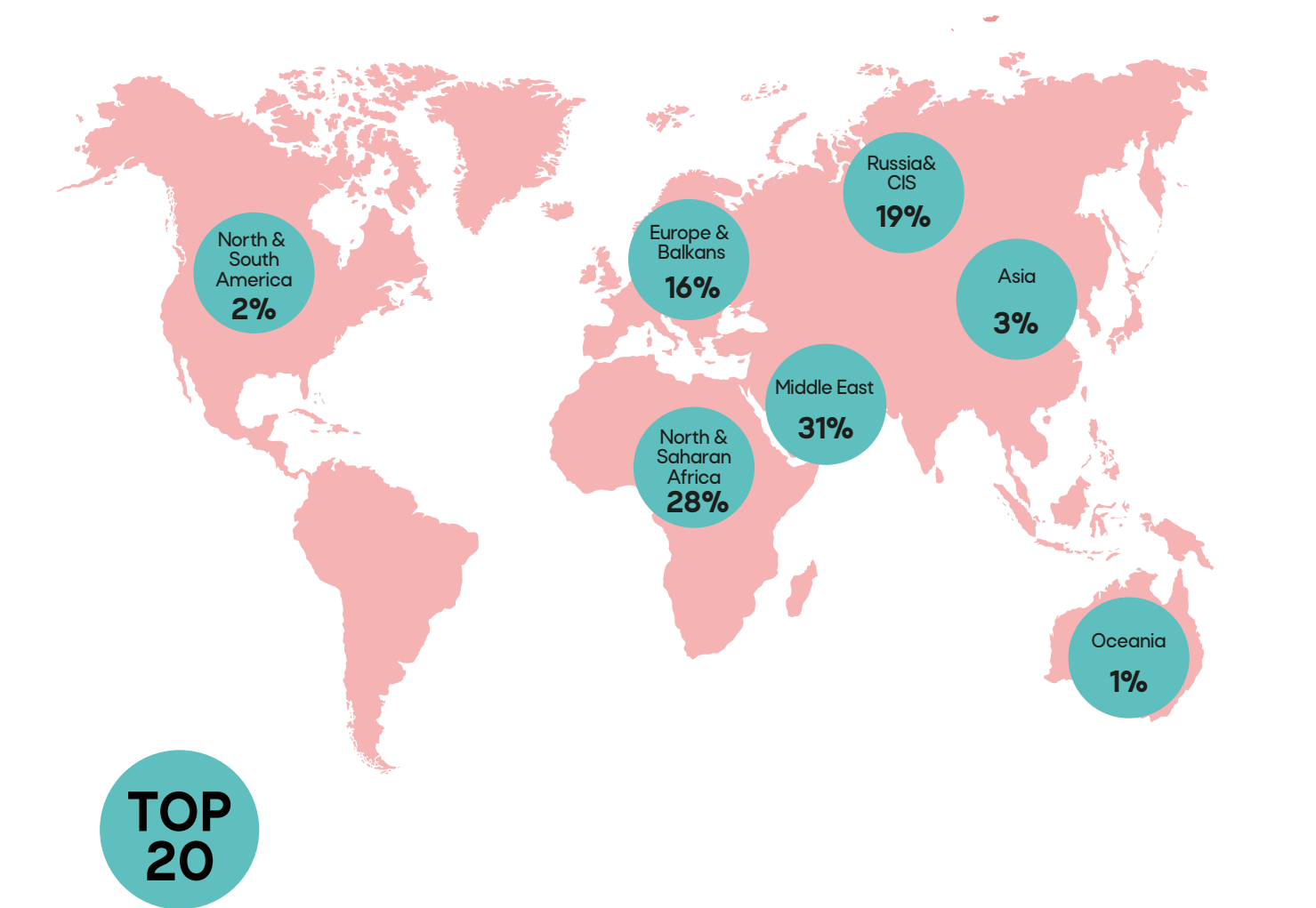


# WHO WILL YOU MEET?

You can build reliable relationships with 20,000+ qualified buyers coming from 120+ countries.

Digital media alone doesn't create a solid pipeline. Customers find it challenging to meet niche prospects that are truly ready to buy. Events are the most effective way to meet thousands of prospects, who are at buying and specifying stage of their journey.

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. In 2023, we've observed a notable rise in visitors from Europe and the Balkans, closely trailed by visitors from Asia and Africa regions. In 2024, it's expected that the CBME Türkiye will be hosting **more than 20.000 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

# YOUR GATEWAY TO NEW INTERNATIONAL MARKETS

CBME Türkiye helps facilitate meaningful connections and commerce between buyers and brands. They can have the unique opportunity to meet new customers and make profitable export deals while improving their relations with their existing clients.

Buyers can examine a wide range of product groups and order the trending products of the new season at the exhibition.

## International Visitor Countries of CBME Türkiye 2023

### 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, Turkmenistan.

### 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, Netherlands, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Ukraine, United Kingdom.

### MIDDLE EAST

Bahrain, Cyprus, Georgia, 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, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Uzbekistan.



## Feedbacks of Visitors



will be  
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year



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## Voices from CBME Türkiye 2023 Visitors

"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."

Tsvetomila Gyonkova |  
Kids Corner, Marketing Manager  
(Bulgaria)

"This is not our first time here. Every year the fair gets more beautiful and fancier. You can find many different things you need for babies and teenagers. It's amazing."

Shireen Alali | Hatch, Partner  
(Jordan)

"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)

# Marketing Promotion

Maximize your brand exposure through multi-channel promotion

**4,2 Million +**

E-mail interaction

**1,2 Million +**

SMS interaction

**10 Million +**

Digital Advertising Impression

**75,000 +**

Telemarketing Reach

**145,000 +**

Website Traffic

**22,000 +**

Instagram Followers

**16,000 +**

Facebook Followers

## EVENT HIGHLIGHTS

### Trend Seminar by WGSN

The world's #1 trend forecasting company WGSN® will share future trends of the industry, during CBME Türkiye 2024. In these exclusive seminar, we will bring you expert insights and the need-to-know fashion trends for A/W 25-26. The presentation will include macro trends affecting kids wear; colors, pattern, fabric, apparel and accessories.



### Trend Seminar for Future Designers

Only for fashion students, a specialized trend seminar will be held at a dedicated seminar room in the venue. E-mail interaction will be answered by Seden Unlu (Account Manager, WGSN Türkiye).

### Trend Area

We will be presenting trend color harmonies of Autumn/ Winter 2025-2026 and Spring/ Summer 25-26. seasons at our trend area. Feel free to get insights in advance while taking the best pictures in front of our mood boards.



### Pop-up Corners

Our colorful special exhibition areas will take place in the surprise parts of the fairground, watch out!

#### Organic Selections

We will be presenting a selection of our exhibitors' organic products in this special area where we honor nature.

#### Denim on Denim

Did you know that Türkiye is among the top countries that supply denim to the world? Let's celebrate denim fashion with a selection of our denim exhibitors.

#### Evening Chic

We believe in the power of the ceremony fashion! Our exhibitors will present their most glamorous fashion selections in this specialized area.

### Start-up Zone

As well as country pavilions, there will be specialized zones for young companies and start-ups. New comers will take place in a special area with various opportunities that CBME Türkiye offers.



### Women in the Industry Celebration

We're very happy to announce that in CBME Türkiye 2024, there will be exclusive areas and events to celebrate girl power! We support the powerful women in the industry, stay in touch to learn more.

### Hosted Buyer Program

"Hosted Buyer Program" will bring together high-caliber buyers from different target countries including UAE, Kuwait, Czechia, Jordan, Libya, Iraq, Lebanon, Egypt, Georgia, Kazakhstan, Russia, Kyrgyzstan, Tajikistan, Turkmenistan and Algeria. Hosted Buyers who will visit the fair for the first time, make order oriented B2B meetings with national & international exhibitors within the four days of the show.

# ABOUT ORGANISER & BABY AND CHILDREN PRODUCTS PORTFOLIO

CBME Türkiye is organized by Informa Markets, a division of Informa PLC. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, **Fashion & Apparel, Baby & Children Products**, Hospitality, Food & Beverage, and Health & Nutrition, among others. As the world's leading exhibition organizer, we provide customers and partners around the globe with opportunities to engage, experience, and do business through face-to-face exhibitions, specialist digital content, and actionable data solutions 365 days a year. For more information please visit: [www.informamarkets.com](http://www.informamarkets.com)

Informa Market's baby and children's products fairs bring together over **100,000** trade buyers and close to **5,700** exhibitors, including CBME CHINA (CBME Shanghai, CBME Hangzhou, CBME Shenzhen), and CBME INDIA, the world's number one **baby and children's products** events.

Informa Market's **fashion** focus division; Informa Markets Fashion is also inspires the global fashion community through online experiences, and worldwide recognized fashion trade events including **MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC** that connect premier fashion brands and retail buyers across the women's, men's and children's apparel, footwear and accessories markets.

**WE ARE**  **informamarkets**

**#1**

Exhibitions Organizer

**30+**

Countries

**550+**

B2B Brands

**3.500+**

Colleagues Globally

## CBME TÜRKİYE SUPPORTS SUSTAINABILITY



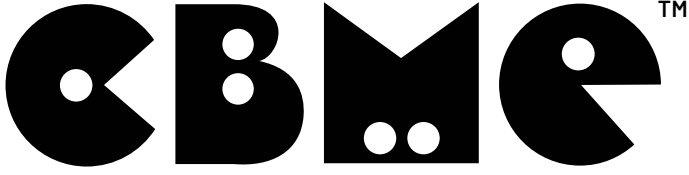
**CBME Türkiye**, the biggest international baby and children takes pride in fulfilling its social responsibility by taking many steps in sustainability to leave a more livable world to new generations as well as bringing the industry together.



**CBME Türkiye is powered by renewable electricity, helping us in our journey towards Net Zero.**

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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2024



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Hall 1-2-4-8

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