



TM

CHILDREN BABY MATERNITY EXPO

T Ü R K İ Y E

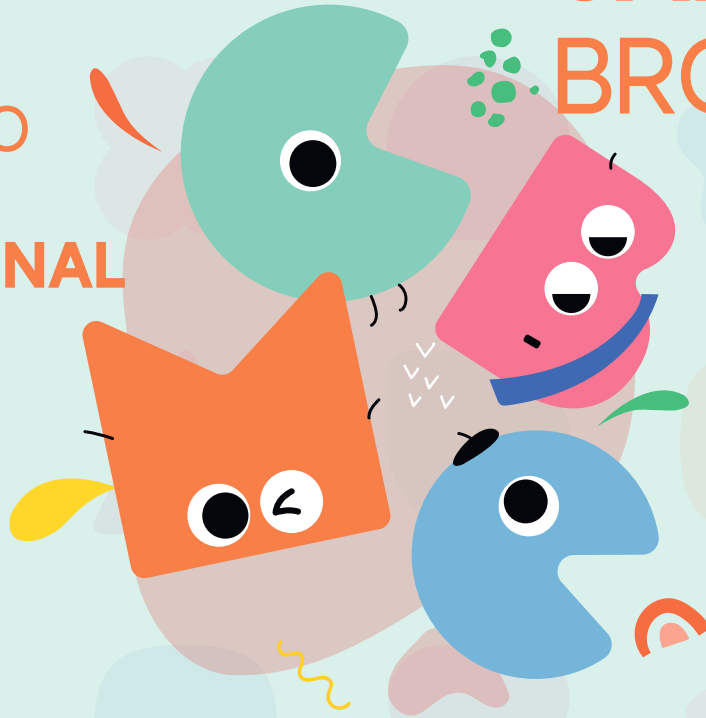
43rd INTERNATIONAL İSTANBUL
CHILDREN BABY MATERNITY INDUSTRY EXPO

03-06 December 2025

Istanbul Expo Center

YOUR
GATEWAY TO
NEW
INTERNATIONAL
MARKETS

**SALES
BROCHURE**



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REPUBLIC OF TÜRKİYE
MINISTRY OF TRADE



The Global
Association of the
Exhibition Industry



informa markets

AN INTERNATIONAL HUB FOR THE BABY AND CHILDREN'S PRODUCTS

CBME Türkiye is the region's leading industry exhibition with a rich +35-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 35 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. CBME Türkiye offers a unique opportunity for those looking to do business with **major buyers from the MENA, CIS, and Balkan regions** especially.

It will bring together more than 1.000 baby hardware, feeding, furniture, and fashion brands. Ready-wear and accessory fashion brands will showcase their upcoming **Spring-Summer 2026** season collections for 0-16-year-old kids' fashion, as well as more than **60.000** models.



1,000+

Exhibitor
Brands

30,000

SQM Exhibition
Area

60,000+

Showcased
SS26 Models

15,000+

Trade Visitors
from

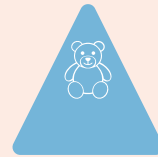
120+

Countries

Exhibitor Product Groups



NEW FOCUS GROUPS



Scroll down to learn more!

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.

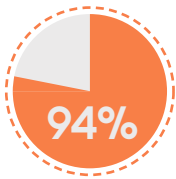
Commercially viable and strategically crucial, Istanbul has one of the strongest geo-locations in Eurasia, hence **an ideal business meeting point with easy access.**

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.



FACTS & FIGURES

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 2024 Exhibitors

“This is our first time participating in this fair, we are exhibiting our orthopedic mats at the fair. Here are many visitors and we are very happy to be here. I think it is a must for children's product manufacturers to take part in this fair.”

Radim Niederle
MUFFIK
CEO
(Czech Republic)

“We met with buyers from many different countries here. We had visitors from Iraq, Syria, Lebanon, Algeria, Libya, Morocco to Europe and the Balkan countries. I recommend everyone who wants to open up to international markets to take part in CBME Türkiye.”

Ahmed Nazeer
BUBBLES & NICE BABY
International Trade Manager
(Egypt)

“We are the first and only barefoot producer and seller in Türkiye and this is our fourth participation at CBME Türkiye. For those looking to expand their brand, grow their business, open up to international markets and reach the right contacts; this fair is an excellent choice.”

Onur Açık
HOPFRÖG KIDS, E-Commerce
& Marketing Manager
(Türkiye)

“We have had customers who have placed orders and we have gained many new potential customers. This is the right fair to gain new customers and open up to new markets.”

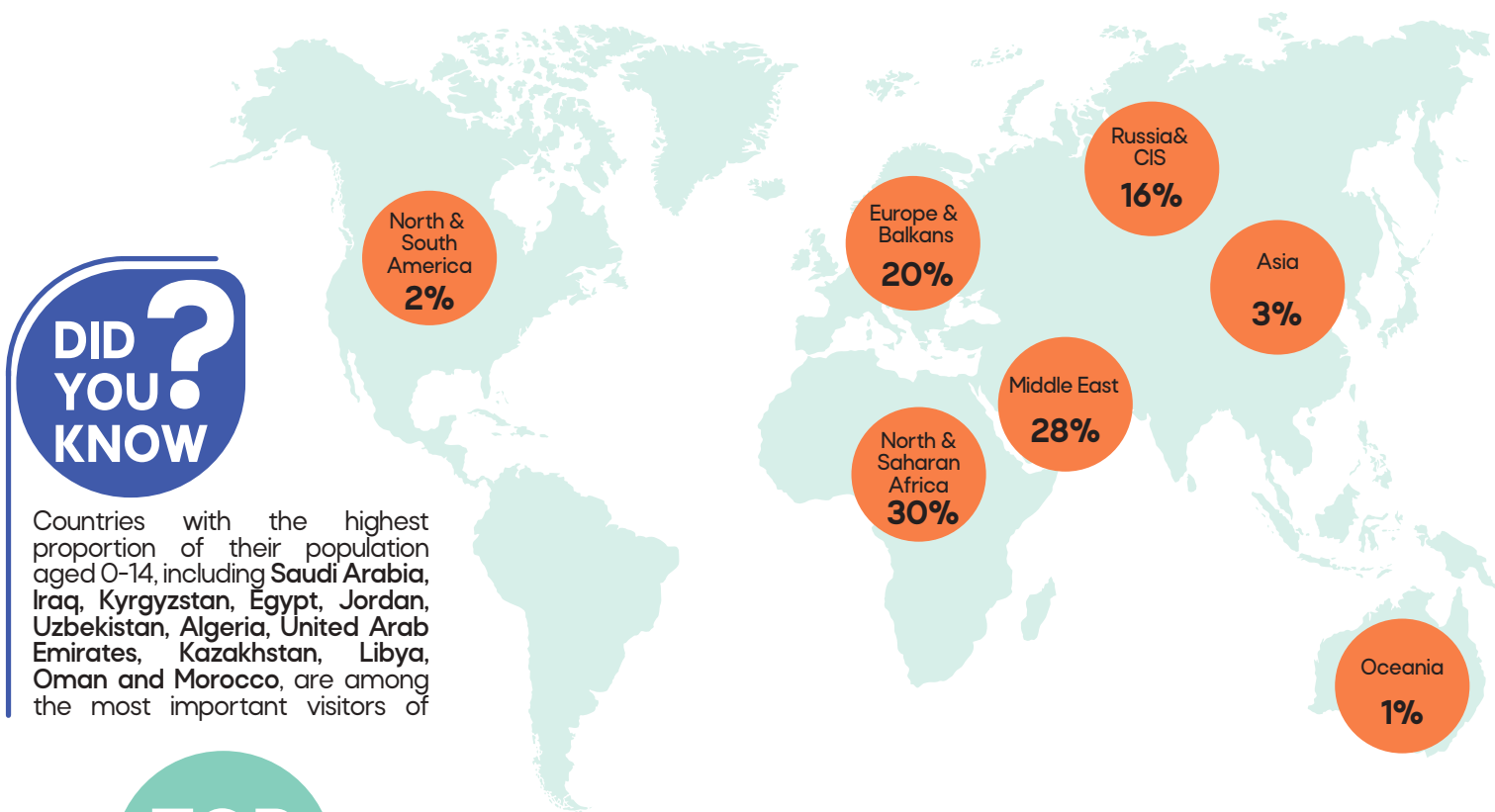
Pilar Pastor
PICCOLA SPERANZA
Designer
(Portugal)

WHO WILL YOU MEET?

You can build reliable relationships with 15,000+ 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 2024 hosted 11,396 sector professionals from 110 countries. In 2024, we observed an 11% increase in visitor density. In 2025 it's expected that the CBME Türkiye will be hosting **more than 15,000+ international visitors.**



DID YOU KNOW?

Countries with the highest proportion of their population aged 0-14, including Saudi Arabia, Iraq, Kyrgyzstan, Egypt, Jordan, Uzbekistan, Algeria, United Arab Emirates, Kazakhstan, Libya, Oman and Morocco, are among the most important visitors of

TOP 20

- | | |
|----------------------|------------|
| Algeria | Ukraine |
| Libya | Uzbekistan |
| Russian Federation | Greece |
| Iran | Lebanon |
| Iraq | Jordan |
| Saudi Arabia | Bulgaria |
| Kazakhstan | Romania |
| Palestine | Egypt |
| Morocco | Oman |
| United Arab Emirates | Kyrgyzstan |

VISITOR PROFILE

- 55% Retailers
- 22% Wholesalers
- 8% Buying Offices & Importers & Distributors
- 8% Department Stores & E-Commerce
- 5% Suppliers, Service Companies & Others
- 2% Manufacturers

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 2024

AMERICA & OCEANIA

American Samoa, Anguilla, Antarctica, Antigua and Barbuda, Argentina, Aruba, Brazil, Canada, Colombia, Ecuador, Mexico, Tonga, United States of America.

ASIA

Afghanistan, Bangladesh, Bhutan, China, Hong Kong, India, Indonesia, Japan, Mongolia, Pakistan, Philippines, Thailand, Vietnam.

EUROPE & BALKANS

Albania, Andorra, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, France, Germany, Georgia, Greece, Italy, Kosovo, Lithuania, Luxembourg, Malta, Montenegro, Netherlands, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland, 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, Cameroon, Chad, Côte d'Ivoire, Egypt, Ethiopia, Gabon, Ghana, Guinea, Libya, Malawi, Mali, Morocco, Niger, Nigeria, Rwanda, Sierra Leone, Somalia, South Africa, Sudan, Tunisia, Uganda, Western Sahara, Zimbabwe.

RUSSIA & CIS

Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Uzbekistan.



Feedbacks of Visitors



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Voices from CBME Türkiye 2024 Visitors

"We sell all groups of baby products, so we look for all categories here too. We definitely found many products that we were interested in. Everything is very well organized. I definitely recommend you to visit CBME Türkiye, see you again in 2025!"

Shakhin Musaie
PAMPIK
CEO
(Ukraine)

"This is our first time visiting this fair and we have already found several suppliers to work with. The number of exhibitors is impressive here and the quality of the products is really good."

Pierina De Genna
LANTAU
General Manager
(Ecuador)

"We have been visiting this fair since 2019, so we are very active visitors. We have a wide range of products for newborns and pregnancy. The fair is very well organized. My impressions this year are much better than previous years. I am 100% sure that I will come back to CBME Türkiye next year."

Salome Kutateladze
WISHLIST
Founder
(Portugal)

"This is my first time visiting this fair and I absolutely love it. I met many new suppliers. It is very important to see new products, feel their quality first hand and understand if they are suitable for my customers. If you are not here, you are missing out!"

Victoire Petgang
KIRSTENANDKENDALL
CEO
(USA)

WHY EXHIBIT

Hear From Our Previous Exhibitors



1

A Global Event

Connect with over **15,000** professional buyers from around the globe. Leverage the power of the **CBME** global brand and become part of a global network.

The only must-see exhibition attracting buyers from **120 countries** worldwide!



2

Active Purchasing

Receive orders onsite and trade year-round with new contacts.



3

Comprehensive Marketing Support

Benefit from our marketing activities and enhance your brand's visibility all year round. If your product group is part of our new focus groups, you can be a part of our exclusive **influencer marketing campaigns** and more!



New campaigns for new focus groups!

WHY EXHIBIT



4 Year-round Benefit

Year-round learning with **online seminars** held throughout the year, and the opportunity to connect with buyers not only during the exhibition but also before the event through the mobile app with online meeting options.



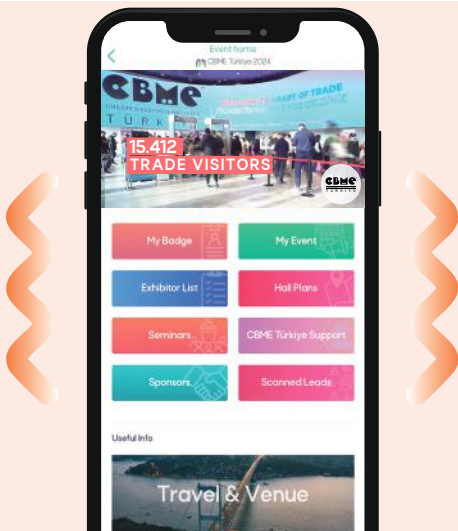
5 Committed to Sustainability

We promote brands that offer sustainable products, helping you align with global trends.



6 BFF Program

Discover the BFF Program! Simply refer a fellow exhibitor to exhibit in CBME Türkiye 2025, book your stands to exhibit, and both of you will enjoy **special offers** to highlight your brand as a token of our appreciation for your support and partnership. reach out to us to learn more!



7 CBME Türkiye Mobile App

Access and store all the information of the buyers who visit your booth at the exhibition, and get the opportunity to meet with them online not only during the exhibition but also **before and after the event**.

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 authority, WGSN, will present the Autumn-Winter 26/27 Kids' Fashion trends.

In this exclusive seminar, expert insights and the must-know fashion trends for the next seasons will be shared with participants. The presentation will cover macro trends impacting kids' products—including color, pattern, fabric, apparel, and accessories.



Seminar Program

From trade opportunities across different continents to sustainable industry practices, our comprehensive conference program will provide a platform to stay up to date with the latest industry trends.

Trend Area

Do you want to learn more about next season's industry trends? Don't forget to explore our trend area for more insights! 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 Charge Platform

We believe that every woman should feel valued, recognized, and inspired to reach her full potential. To achieve this, we designed a year-round project focused on supporting women in the industry! During CBME Türkiye, we will create a dedicated Women in Charge Area, a special space where female professionals in the industry could connect, share experiences, and support one another.



Hosted Buyer Program

"Hosted Buyer Program" will bring together high-caliber buyers from different target countries including Saudi Arabia, UAE, USA, Kuwait, Qatar, Russia, Kazakhstan, Libya, Iran, Romania, Iraq and more. 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

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

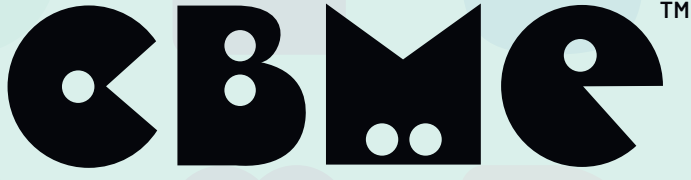


CBME Türkiye, the biggest international baby and children takes pride in fulfilling its social responsibility by taking many steps in sustainability to leave a more livable world to new generations as well as bringing the industry together.



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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T Ü R K İ Y E

03-06 December
2025

Istanbul Expo Center

43rd INTERNATIONAL İSTANBUL CHILDREN BABY MATERNITY INDUSTRY EXPO

WE'RE HERE FOR YOU!



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Stand!

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