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Kind + Jugend to launch ASEAN edition in Thailand in 2022

Kind + Jugend, the world's largest trade fair for premium baby and toddler products organised by Koelnmesse, will make its ASEAN debut from 30 March to 2 April 2022 at BITEC, Bangkok, Thailand.

Kind + Jugend ASEAN aims to be the meeting place for leading global brands from the baby and toddler outfitting industry to gather, inspire and do business in the region. This inaugural event, which is part of Koelnmesse's globalisation strategy for its baby and kids' portfolio, is strongly supported by the Thai Toy and Children Product Trade Association, the Asia Toy & Play Association, the Thai Chamber of Commerce and the Thailand Convention and Exhibition Bureau.

"We are delighted that Kind + Jugend is finally expanding its reach to ASEAN. Our members are excited and ready to support the show. In addition, the association is looking forward to collaborate in launching the first Kind + Jugend ASEAN design award, which will bring new impulses and innovations to the industry," said president of the Thai Toy and Children Product Trade Association, Mrs. Uraiwan Bunnag.

"As a long-time partner of Koelnmesse in Thailand, we are pleased to throw our weight behind Kind + Jugend ASEAN right from its inaugural edition in 2022. The Thai Chamber of Commerce recognises that the maternity & baby products market in the region is rapidly growing, and deserves a dedicated and professional industry platform," shared Mr. Sanan Angubolkul, chairman of the Thai Chamber of Commerce and Board of Trade of Thailand.

"With global trade fair activities beginning to restart post-Covid, we see this as the opportune time to bring the globally recognised brand of Kind + Jugend to Thailand. Over the past 20 years, Koelnmesse has built a solid foundation in Thailand, and has become one of the largest trade fair organisers in Southeast Asia. We are counting on our strong local and regional connections to unite the industry at the event," commented Mr. Mathias Kuepper, Managing Director of Koelnmesse Singapore, who runs the company's business in the region.

Where the industry is booming

Thailand, being the key gateway into Southeast Asia, is a promising market with great social and economic development, and a robust post-Covid recovery plan. Coupled with a demographical shift from a low-income to higher-income country in less than a generation, parents are increasingly sophisticated when selecting products for their children, leading to an increase in demand for high-quality mother and baby products.



Kind + Jugend ASEAN
30 March - 02 April 2022
www.kindundjugend.asia

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This market sector has seen a 10 per cent average annual retail growth over the past decade and is set to expand even more in the years to come.

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The first edition of Kind + Jugend ASEAN is expecting local and international exhibitors from all over the world to participate and network. The event also aims to attract over 3,000 trade visitors from Thailand and the region, including wholesalers, importers, distributors, stand-alone shops, modern trade, e-commerce, schools, hospitals, and childcare centres.

Attendees will also be able to enjoy the perks of supporting programmes such as business matching, workshops and academic conferences. One of the special highlights is the Kind & Jugend ASEAN design award, which will be presented annually in collaboration with the Thai Toy and Children Product Trade Association to ground-breaking innovators in the industry.

Kind + Jugend ASEAN will be held from 30 March - 2 April 2022. For more information about the event, visit www.kindundjugend.asia

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Koelnmesse - Global Competence in Furniture, Interiors and Design:

Koelnmesse is the world's top trade fair organiser for the areas of furnishing, living and lifestyle. At the trade fair hub of Cologne, the leading international fair imm cologne as well as the trade fair formats of LivingKitchen, ORGATEC, spoga+gafa, interzum and Kind + Jugend rank among the internationally renowned and established industry meeting places. These fairs comprehensively represent the upholstered and case furniture segment, the kitchen industry, the office furniture sector and outdoor living as well as the innovations of the furniture supply industry. Over the last few years, Koelnmesse has specifically added international fairs in the most important fast-expanding markets to its portfolio. These include idd Shanghai, interzum bogotá, interzum guangzhou and Pueri Expo in Sao Paulo. With ambista, the online portal for the interiors business, Koelnmesse offers direct access to products, contacts, expertise and events relevant to the industry all year round.

Further information is available [here](#).

Further information about ambista is available [here](#).

About Thai Toy and Children Product Trade Association

The Thai Toy and Children Product Trade Association was established in 1986 as the "Toys Club of Thailand" with the support of the Department of Commerce (Department of International Trade Promotion - DITP at present). The club was registered as an association in the year 1990. It is made up of entrepreneurs with the objective to

focus on product development in both form and production, mainly for export but later expanded to cover the local market as well.

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About Asia Toy & Play Association

The Asia Toy and Play Association (ATPA) is a non-profit that provides a platform for dialogue between various stakeholders in the toy industry. Its aim is to promote a toy industry that provides safe and valuable toys to children everywhere.

The next events:

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo, Brazil, 06.06. - 09.06.2021

FIT 0/16 - International Trade Show for Baby and Children Wear, São Paulo, Brazil, 06.06. - 09.06.2021

Kind + Jugend - The Trade Show for Kids' First Years, Cologne, Germany: 09.09. - 11.09.2021

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