

The **34th** International **İSTANBUL**
Children Baby Maternity
Industry Expo

37.000
sqm

750
brands*

300
exhibitors*

15.000
visitors*

* 2018
forecast



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TURKEY: Discover the Potential

Turkey is an emerging market for baby and maternity products. The increasing disposable income, economic growth and the new generation of parents continue to drive the growth of the children, baby and maternity products industry in Turkey.



1,25 million newborns annually

More than **19 million** children under the **age of 14**

Largest youth population compared to **European Countries**

US\$ 800 a year spending per baby for ages **0-24 months**

US\$ 2.250 million market share for baby products

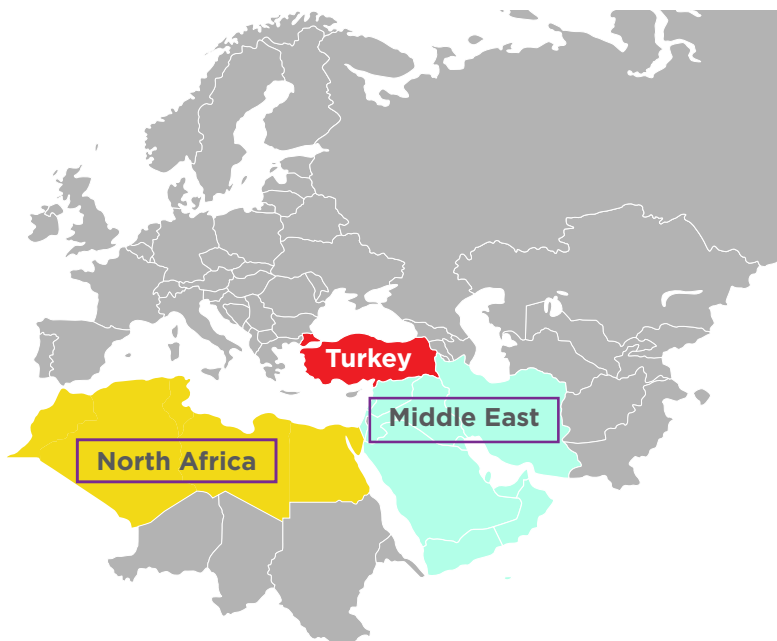
5,3% average growth in **2016** in baby products market



CBME Turkey : The Best Sourcing Hub for MENA Countries

Taking place at the sourcing hub of **Middle East** and **North Africa**, CBME Turkey will provide you an excellent chance to grow your business in these regions.

MENA Countries : Higher Birth rates with High Potential for Growth in Baby Products



MENA Countries Population:

120 million

28,22 % of the population under the age of **14**

22,500 million

5,3 % of the population under the age of **5**

MENA Top 10 Countries

*2016 Estimated Average Number of Births per 1.000 people

| | |
|--------------|------|
| Iraq | 30,9 |
| Egypt | 30,3 |
| Yemen | 29,2 |
| Jordan | 25,5 |
| Oman | 24,3 |
| Algeria | 23 |
| Kuwait | 19,6 |
| Saudi Arabia | 18,4 |
| Israel | 18,3 |
| Morocco | 18 |

*Source: The World Fact Book

| Country | % | 0-14 age population |
|--------------|--------|---------------------|
| Egypt | 33,21% | 31.437.000 |
| Iran | 23,65% | 19.583.000 |
| Iraq | 39,88% | 15.211.000 |
| Algeria | 29,06% | 11.700.000 |
| Yemen | 40,48% | 11.086.000 |
| Morocco | 26,08% | 8.778.000 |
| Saudi Arabia | 26,56% | 7.479.000 |
| Jordan | 35,04% | 2.867.000 |
| Tunisia | 23,02% | 2.563.000 |
| Israel | 27,73% | 2.265.000 |

Why Exhibit?

Grow your business at Turkey's only Business-To-Business Children Baby and Maternity Industry Expo. Discover new opportunities, start partnerships, sign deals and launch into new markets with many other new exhibitors from around the world.



This Is Where You Can:



Exhibitors by Product Category



57%

Clothing & Accessories



9%

Feeding & Care



17%

Carriages & Safety Products



7%

Toys & Bikes



10%

Furniture & Hometextile



2%

Maternity Products



Top Exhibiting International Brands at CBME Turkey 2017

4 moms

BABYBJÖRN

bébédo

bebédue

bondigo

britax

Bübchen

cam

casual

chillafish

Disney baby

DOLU

Fisher-Price

Dr. Brown's

GRACO

hauck

JANE

KANZ

koala

KRAFT

Lamaze

LOSAN

mamajoo

mamas & papas

MAXI-COSI

mayoral

medela

MOTOROLA

munchkin

neavita

NUK

nuna

BABY

Peg-Pérego

Piue Cuding

Quinny

playgro

playmobil

römer

Schleich

SCYBE

suavinex

Sidekick

TinyLove

TOMY

tuc tuc

WALLA BOO!

weewell

vtech

... and more

Graco
Sales Manager, Soodah Moghada
We are participating to CBME Turkey for the first time. We had a fair full with visitors from Russia, Morocco, Saudi Arabia, Spain, Kosovo, Ethiopia etc. and the atmosphere of the fair was extraordinary.

Who Will You Meet?

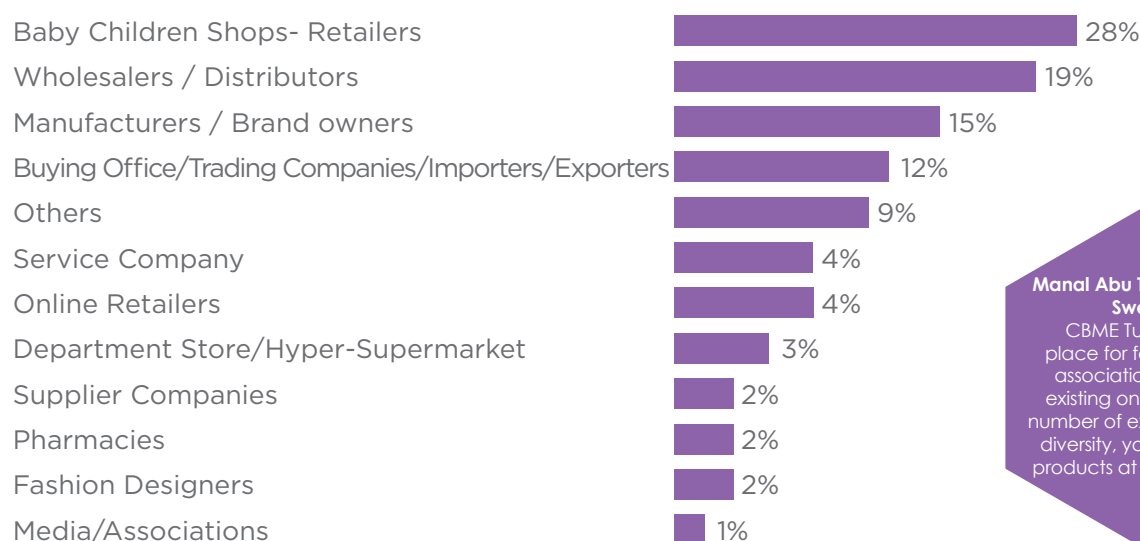
Meet the buyers looking for quality children, baby and maternity products

Over
82%
of visitors at
CBME Turkey
are decision
makers

2017 Attendee Demographics (by Job Title) (%)



Business Nature of Visitors (%)



Hazem Sayed Darwish / Iran / Petite Sweet

I saw for the first time in CBME Turkey that exhibitors presented 2017-2018 Autumn & Winter Collections . We gave the new season orders. It is an important platform for us to learn about the latest trends and products.

Manal Abu Tamam / Umman / Sweet Rabbit

CBME Turkey is the right place for form new business associations and develop existing ones. With the large number of exhibitors and brand diversity, you can find quality products at reasonable prices.

Visitor Breakdown By Region at CBME Turkey 2017

13,800
VISITORS
80
COUNTRIES

ASIA 60%
AFRICA 22 %
EUROPE 17%
AMERICA 1 %



Asia Afghanistan , Armenia, Azerbaijan , Bahrain , Bhutan, China, Georgia, Hong Kong, India, Iran, Iraq, Israel, Jordan, Kazakhstan, Kuwait, Kyrgyzstan, Lebanon, Oman, Pakistan, Palestine, Qatar, Saudi Arabia, South Korea, Syria, Taiwan, Tajikistan, Turkmenistan, United Arab Emirates, Uzbekistan, Yemen

Europe Albania , Andorra , Austria , Belgium , Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland , France , Germany , Greece , Holy See, Hungary , Ireland , Italy , Kosovo, Latvia, Lithuania, Macedonia, Moldova , Netherlands , Poland , Portugal, Romania, Russia, Serbia , Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom

Africa Algeria, Cameroon, Congo, Cote d'Ivoire , Democratic Republic of Congo, Egypt, Eritrea, Libya , Mauritania, Morocco, Nigeria, Niger, Sierra Leone, South Africa, Sudan, Togo, Tunisia

America Oceania Argentina, Canada, Chile, Falkland Island, USA
Nauru

Perfect Platform to Grow Your Business

Istanbul Kids Fashion

Turkey's biggest international fashion event for trade professionals. The event is held twice a year- January and July. In January, the event is co-located with **CBME Turkey** and in July as **Istanbul Kids Fashion**. It features a complete overview of children clothing & accessories (ages 0-16) This is the perfect platform to present new lifestyle and trends for kids fashion. In 2017, 165 exhibitors presented 290 brands in 20,000 sqm area.

International Buyer Mission Program

Under the coordination of Ministry of Economy the buyers are coming from the targeted countries and meeting face to face with the manufacturers and discover new business opportunities.

Industry Seminars

Take a close look at Turkey's child, baby and maternity products and services market, and learn how to provide the latest trends in the industry, insights on declining performance, understanding the customers' needs and buying behavior and learn new business skills in the Industry Seminars.

Blogger/Consumer New Product Launch

New products of exhibitors will be presented to blogger/blogger moms for the first time during the exhibition. With this event, CBME Turkey exhibitors get a chance to promote their brands to thousands of ultimate consumer in baby products industry.

Business Matchmaking Programme

As a CBME Turkey exhibitor, you can qualify to have pre-arranged meetings with buyers from big department stores, online retailers, chain stores from Turkey and abroad. This is the most efficient way to learn about their sourcing requirements and getting sales orders.

CBME Consumer Awards

Get the chance to stand out from your competitors and get more media exposure to build up your brand awareness through CBME Consumer Awards.

New Products Gallery

The gallery will feature a variety of new and innovative products from exhibitors to allow industry professionals a quick overview of the latest products in the market.

International Pavilion

The international Pavillions provide international manufacturers, suppliers and distributors of baby care products, toys, car seats, strollers, clothing and accessories, furniture amongst others.

Integrated Marketing Campaigns

Exhibiting at CBME Turkey grants you access to a multiple of targeted marketing campaigns to attract a wide range of high-quality buyers to the event .



E-mail Distribution



Postal Mailings



SMS Marketing



CBME Turkey Website



Social Media



On-ground Promotion



Advertisement



Digital Marketing



Telemarketing



Your Gateway to Key Sourcing Hubs for Children Baby and Maternity Products



Contact for Exhibiting and Partnerships:

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