

CBME™

CHILDREN-BABY-MATERNITY EXPO

TURKEY



INTERNATIONAL İSTANBUL CHILDREN BABY MATERNITY INDUSTRY EXPO

8-11 JANUARY 2020
İSTANBUL CNR EXPO CENTER

www.cbmeturkey.com



POST SHOW REPORT

Supported by



2020 FACTS & FIGURES

EXHIBITOR ANALYSIS

610

EXHIBITING
BRANDS

235

NATIONAL
EXHIBITORS

24

INTERNATIONAL
EXHIBITORS

10

COUNTRIES

22.000

SQM
EXHIBITION AREA

10 INTERNATIONAL
EXHIBITING
COUNTRIES



AUSTRALIA



CHINA



DENMARK



HONG-KONG



KAZAKHSTAN



NETHERLANDS



RUSSIA



SPAIN



UKRAINE



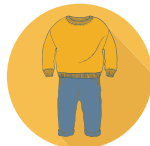
USA



EXHIBITOR PROFILE



NEWBORN & BABY
FASHION



CHILDREN & TEENAGE
FASHION



EVENING & CEREMONY
FASHION



FOOTWEAR, SOCKS, UNDERWEAR,
NIGHTWEAR FASHION



FURNITURE & HOME
TEXTILE



CARRIAGES & SAFETY
PRODUCTS



FEEDING & CARE
PRODUCTS



TOYS & BIKES

83% of our exhibitors recommend CBME Turkey exhibition to other sector professionals.

SOUNDBITES FROM CBME TURKEY 2020 EXHIBITORS

“

Name It (Best Seller, Jack & Jones, Only, Vera Moda) – Denmark, Cecilie Pehrson – Country Sales Manager

“We as Best Seller company, exhibit for the first time at CBME Turkey under our brand; Name It. We had really good visitors and we will definitely exhibit next year as well. We had many potential customers and many visitors from different countries around the World.”

”

“

Idol Eyes – Australia, Peter Carruthers – Owner

“As the first baby sunglasses company in the World established in 1950, this is our second time exhibiting at CBME Turkey. I must say that the show is very international. We met many clients from Russia and North African countries.”

”

“

Babyjem – Turkey, Ferah Küskü – General Manager

“This is our 10th time exhibiting at CBME Turkey. We are happy with the interest of the visitors here. Our products, packaging and designs attract a lot of attention from the visitors. We received many orders from both our current customers and new buyers coming from Middle East, Europe and Russia. We hope to take our part next year again.”

”

“

Minican Orthopedic – Turkey, Hasan Aytekin – Sales Consultant

“This is our 2nd time exhibiting at CBME Turkey. The show is very crowded also beneficial for us to see the deficiencies related to our product range. We are happy to meet visitors from Oman, Dubai, Kuwait, Libya, Algeria and many more. It has been a successful organization and we will definitely take our part in the next exhibition.”

”

“

Babydola – Turkey/Spain, Yunus Emre Otman – Company Partner

“Our head office is in Madrid and our production base is in Bursa. We are the only company who has been exhibiting at CBME Turkey exhibitions from the first edition and as a result of this continuity, we receive interest from 90 different countries at each show. CBME Turkey has a very important place among baby and children exhibitions in the world. This year we received visitors from Europe including U.K. and Bulgaria. If you want your brand to reach the target clients at no time, CBME Turkey is the correct place to exhibit at.”

”

“

Chaton D'or – Turkey, Nurgül Çakıroğlu – Founder

“We have been exhibiting at CBME Turkey steadily for over 10 years and will continue doing it so. This edition has been very good and beneficial for us. We sold products to clients from different regions of the World such as Mozambique, Slovakia and Panama during this fair.”

”

“

Sevi Bebe – Turkey, Sevi Pagnol – Overseas Trade Manager

“As one of the largest baby accessories manufacturers with 100% Turkish capital, our company is extremely satisfied with the success of this show. We especially seek for international clients. This year we hosted more international visitors at our stand compared to previous years and a quite amount of them placed orders. Visitors from Kazakhstan, Algeria, Morocco, Russia were far more than we expected.”

”

“

Dalpa & Sunny Baby & Prego – Turkey, Turgay Dinç, Retailer Manager

“This is our 7th times exhibiting at CBME Turkey. We met new clients from Iraq, Iran, Turkish Republics and even from Belgium at this event. I suggest my peers to take part at this event because it is much more beneficial than the other exhibitions in Europe. Our company is a great example of this success and in the future, we only plan to exhibit at CBME Turkey, no other fairs abroad.”

”

“

Bombili – Turkey, Şerif Yılmaz – General Manager

“This is our 3rd time exhibiting at CBME Turkey. The organization is excellent! We are based in Bursa. We met with new visitor portfolio from 15 different countries. Participating at this show must be inevitable for manufacturers who seek to promote their brands and take part in the international market.”

”

VISITOR ANALYSIS

16.926

PROFESSIONAL
VISITORS

122

VISITING
COUNTRIES

200

HOSTED
BUYERS

15
TOP VISITING
COUNTRIES



ALGERIA



IRAQ



LIBYA



RUSSIA



SAUDI ARABIA



PALESTINE



IRAN



UKRAINE



KAZAKHSTAN



EGYPT



GREECE



ISRAEL



MOROCCO



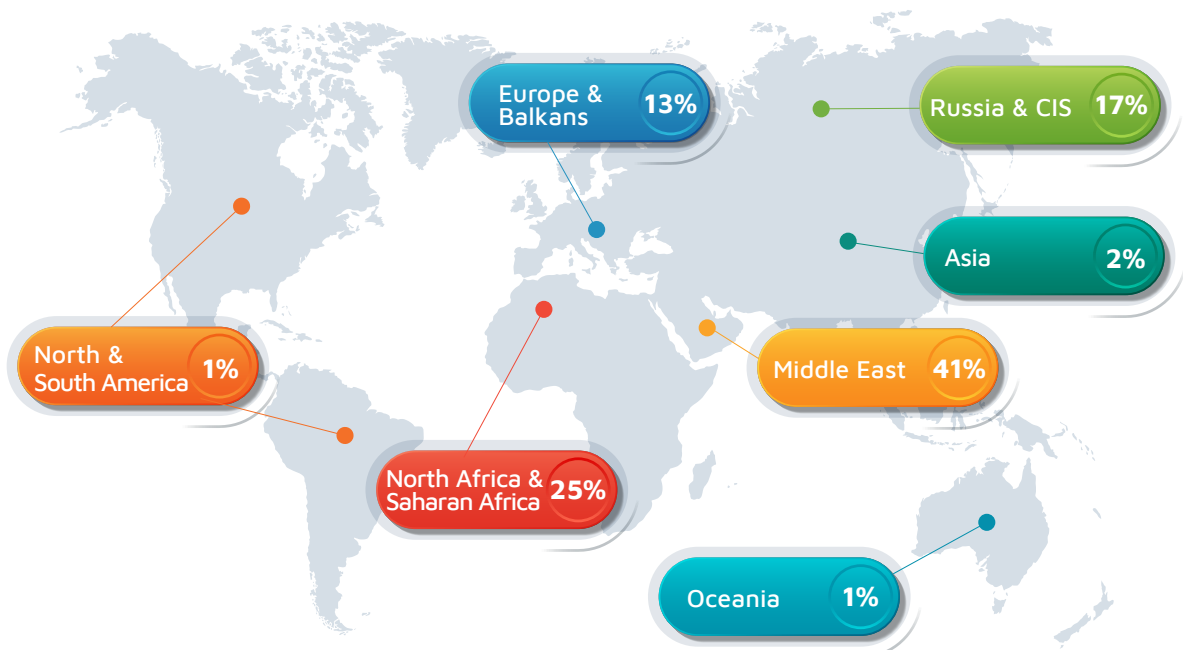
BULGARIA



TUNUSIA



GEOGRAPHIC BREAKDOWN OF THE INTERNATIONAL VISITORS



VISITOR ANALYSIS

32%

INTERNATIONAL
RATE

54%

NEW INTERNATIONAL
VISITORS RATE

INTERNATIONAL VISITOR COUNTRIES

MIDDLE EAST

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

RUSSIA & CIS

Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan

NORTH & SAHARAN AFRICA

Algeria, Burkina Faso, Cameroon, Chad, Comoros, Côte d'Ivoire, Djibouti, Ethiopia, Gambia, Ghana, Kenya, Liberia, Libya, Mali, Morocco, Mozambique, Niger, Nigeria, Reunion, Senegal, Somalia, South Africa, Sudan, Swaziland, Tanzania, Tunisia, Uganda

EUROPE & BALKANS

Aland Islands, Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Guernsey, Hungary, Ireland, Italy, Kosovo, Latvia, Lithuania, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom

ASIA

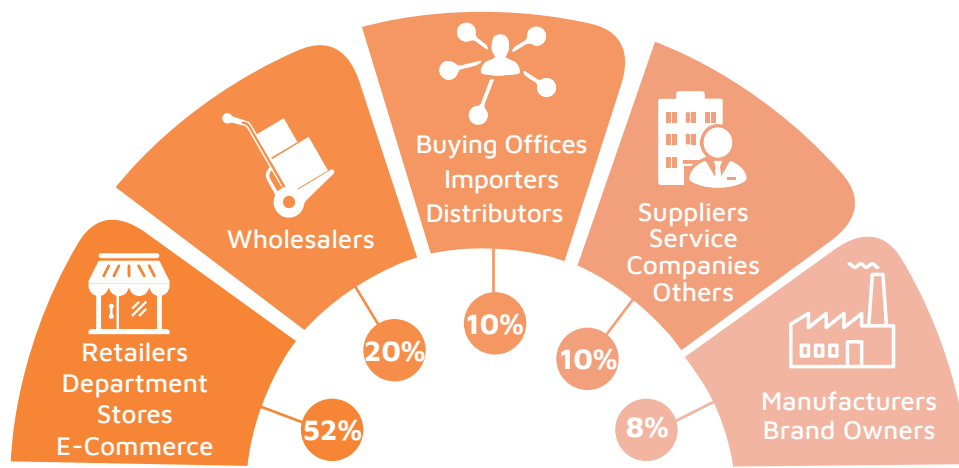
Bangladesh, Cambodia, China, Hong Kong, India, Indonesia, Macao, Malaysia, Maldives, Mongolia, Pakistan, Philippines, Taiwan

AMERICA & OCEANIA

American Samoa, Argentina, Aruba, Australia, Barbados, Bolivia, Canada, Chile, Ecuador, Falkland Islands, Guadeloupe, Guatemala, Panama, Paraguay, Saint Barthelemy, Samoa, Suriname, Trinidad and Tobago, United States of America, Venezuela



VISITOR PROFILE



SOUNDBITES FROM CBME TURKEY 2020 VISITORS

“

**Baby Fashion Kids – Russia,
Yulia Shakirova**

“We have a shop in Kazan. We had the opportunity to look at many different models at the fair. We especially liked the product groups for up to 14 years old. We wanted to buy everything immediately. There were many different options from casual dresses to ceremony dresses, children's suit groups. Thank you for bringing all these different and qualified products group under one umbrella.”

”

“

**Little Queens – Belgium,
Caroline Gommeren & Vanesa Geers**

“We are mostly selling ceremony dresses for little girls until the age of 10 years old. We came to the fair because Turkey is the country of fabrics. There is a lot of offer here, it is a very unique platform and we especially liked the cotton dresses. We bought a lot of princess dresses here to re-sell in Belgium because companies and labels that are represented here are not being sold in Belgium. We will also sell in Netherlands, France and Germany which are our areas as well. There is a great growth potential in Western Europe and we will come back next year again.”

”

“

**Ivababy – Russia,
Natalia Makarova**

“We come from Ivanova and we are a manufacturer for 21 years. We visit the fair for the first time. We came to find partners from accessory manufacturers such as socks. We also came here to find companies that can manufacture under our own brand name. We can even support our partners to advertise and sell their products in Russia. I saw very nice products at the fair also really like the stand designs. There were too many product options. I plan to visit the June edition as well.”

”

“

**A&R Kids – Kosovo,
Alaudin Hashani**

“CBME Turkey is very beautiful exhibition and have everything here. Each year I visit this fair. I already have strong business with Turkish producers and I find myself as a very happy and lucky man that I have the chance with do business with Turkish brands.”

”

“

**Hepsiburada.com – Turkey,
Hakan Başer,
Mother&Baby&Toys Category Manager**

“CBME Turkey is very beautiful and enjoyable. I am most interested in toys, baby and kids hardware products. The fair is growing and getting better each year. I am planning to visit next year to find more products that are in my interested area.”

”

“

**Gia Junior – Kuwait,
Gözde Albader**

“We have a boutique in Kuwait and we are in the sector for one year. We love CBME Turkey very much, this is my second time visiting the fair. It is quite beneficial because we get the chance to see many different brands in one place. This way we can examine the quality of each product, meet with experts to learn more about the sector. We are interested in kids products more like casual and chic. My sister also has a store selling teen clothing and I am looking for products for her too. I plan to visit each edition of this show.”

”

“

**CSCC Global Limited – United Kingdom,
Conor Jaafari**

“We are here to have a look at all different kinds of products. I am very impressed with the fair, it looks fantastic, so crowded and there is a really good atmosphere here. We have seen all different kinds of products for example; baby clothes to blankets. We really enjoyed the kids clothing brands for young age range and all the other different exhibiting companies.”

”

“

**Kid Elegance – Saudi Arabia,
Ahmad Almaramhi**

“We have four stores in Jeddah. We come to every edition of this fair and like it very much. Each time we purchase many Turkish products. I recommend CBME Turkey to anybody who would like to open a store on kids. They should definitely come and join to this fair.”

”

“

**Freskotrade – Canada/Turkey,
Taygun Elbay**

“Our company exports children's textiles abroad, especially to North America. We enjoyed the fair very much and plan to visit again. This sector has reached very serious places in the world in terms of vision and it is very active due to the exchange parity. We are very pleased with the manufacturer companies exhibiting at this fair, there are many beautiful products. We recommend CBME Turkey to everyone in the sector.”

”

EVENTS

HIGHLIGHTS



Taking into consideration the global values, CBME Turkey have signed a two-year partnership agreement with the world's trend authority WGSN in order to contribute to the sustainability of the sector and to guide the shaping the future of the industry. Within the framework of this cooperation, CBME Turkey commits to have trends seminars during the exhibition both for its valuable visitors and exhibitors.

Autumn-Winter 20/21 Trend Seminar by WGSN

Ms. Seden Ünlü, WGSN Account Manager of Turkey, presented Autumn-Winter 20/21 kids wear trends to 85 attendees on the second day of CBME Turkey in a dedicated seminar room in the venue. The presentation - which included macro trends affecting kids wear; colour, pattern, fabric, apparel and accessories- received great interest from the visitors.



WGSN Meeting with Exhibitors

The World' #1 trend forecasting company WGSN had a special meeting with the exhibitors on the third day of CBME Turkey. The exhibitor meeting was hosted by Ms. Güzide Karpuz Kasman, WGSN Senior Business Development Manager of Turkey, Middle East & Greece. 55 exhibitors asked many questions about how they can benefit from WGSN to create their collections.

TREND WALL

This area showcased the top trend colors of Autumn-Winter 20/21 kids fashion and description of them. The visuals exhibited on easels included the colors of; Purist Blue, Truffle, Cyber Red, Astro Green, Composite and Neo Mint.



HOSTED BUYER PROGRAMME

Meticulously organized the "Hosted Buyer Programme" brought together 200 buyers from 15 target countries including; UAE, Kuwait, Palestine, Morocco, Israel, KSA, Jordan, Libya, Iraq, Belarus, Georgia, Kazakhstan, Russia and Ukraine. Hosted Buyers made order-oriented B2B meetings with national & international exhibitors within the 4 days of the show.

MARKETING CAMPAIGN

HIGHLIGHTS

SOCIAL MEDIA



9300+ Followers

8M+
reach
10M+
impression
18K+
interactivity



6K+ Followers

62K+
interaction
60K+
like
430
story shared



2K+ Followers

150
tweets
56K+
impression



150 Followers

130
posts shared
11K+
impression



**website
traffic**
130K+



**e-mail
database**
62K+



**sms
database**
64K+



telemarketing
215.240
reach



**public
relations**
6M+
people reached
(Including trade and main
stream media coverage)



**print
advertising**
211K+
circulation
(Including trade media and
local area advertising)



**digital
advertising**
7M+
impressionsz



**partner
promotion**
20+
industry
association & media



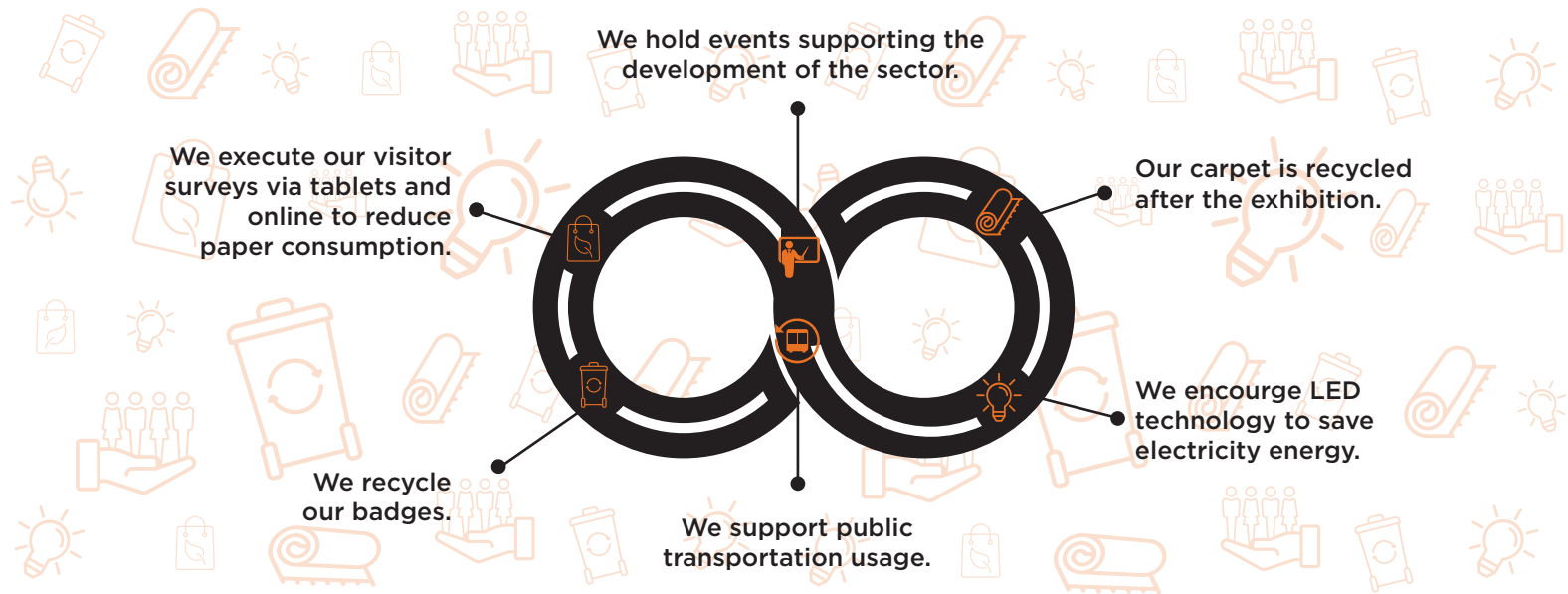
CBME TURKEY MOBILE APP IS NOW LIVE!

You can download CBME Turkey Mobil App from the QR code below and have easy access to the detailed exhibitors brand list, trend blog, important reminders about the exhibitor, the event program, hall plan and organizer's contact info.

Download the CBME Turkey App



CBME TURKEY SUPPORTS SUSTAINABILITY



For more information: www.cbmeturkey.com

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TURKEY



39.

INTERNATIONAL İSTANBUL

CHILDREN BABY MATERNITY INDUSTRY EXPO

13-16 JANUARY 2021
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