



Kids' Time

The 13th International Fair
of Toys and Products
for Mother and Child

22-24.02.2023

Report



 **ufi**
The International
Association of the
Exhibition Industry



Luxurious prams and pushchairs controlled by remote control, a car seat with an application notifying that a child has remained in the car, toys and recycled articles - the novelties presented at the Targi Kielce's Kids' Time Expo surprised with options and functions. The features are designed to help the carer in the decision-making process. In addition, new products offer the utmost of environmental care.

The 13th International Fair of Toys and Products for Mother and Child KIDS' TIME brought together almost **300** exhibitors, including **40** foreign firms from **22** countries. **4.5 thousand** visitors representing **44** countries toured the Expo. The expo stands were dominated by talking-shop, business discussions and contracting. The Expo has returned after a pandemic break; not only has the child-product business sector expo met the exhibitors' expectations. The trade show also made it possible to discover many new products.

– KIDS' TIME has been crafted around business, essential for industry development. At this Expo, producers and warehouse owners meet representatives of shops and shopping malls and find a contractor for their company. – Targi Kielce President of Board, –This year's Expo was the showcase for the most prominent producers who presented toys, prams and car seats from global brands. We have witnessed many new products unveilings and presentations of companies which have made a debut at the Expo. The latter had a dedicated special Debuts Zone - adds the President. The companies offering innovative products put the best foot forward. The child products and services business sector's assortment included baby monitors, remote-controlled swings, a self-heating bottle, car fo-trests and educational board games.

The following industry meeting will be held next year. We do hope to see you

Kids' Time Fair abounds with surprising novelties





300+
exhibitors



exhibitors
from 22
countries



500+
brands



4500+
visitors

Kids' Time - facts and figures



**Visitors from
44 countries**

Albania, Austria, Azerbaijan, Belgium, Belarus, Bulgaria, China, Croatia, Cyprus, Czech Republic, Denmark, Estonia, France, Greece, Georgia, Spain, Netherlands, Ireland, Israel, Japan, Qatar, South Korea, Lebanon, Lithuania, Latvia, Malta, Moldova, Germany, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, the United States, Syria, Switzerland, Sweden, Turkey, Ukraine, Hungary, the United Kingdom, Italy, United Arab Emirates



Kids' Time Visitors



75%

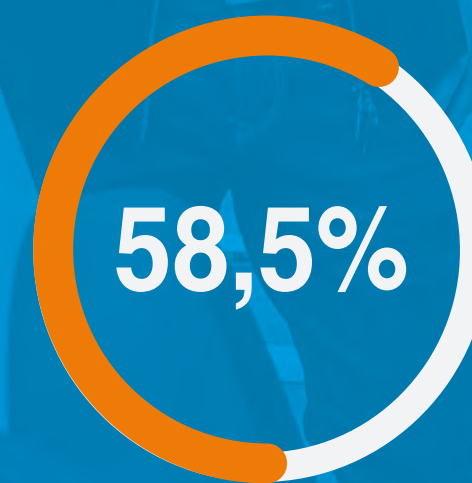
presidents, owners,
directors and managers
of companies



20%

sales specialists
and buyers

How many times have you
visited our trade show?



consecutive visit



first time

70%

of visitors - representa-
tives of companies
specializing in commerce
and trading

The international milieus - the abundance of foreigners at the Kids' Time Expo

Global experts, journalists and entrepreneurs came to Kielce to participate in the Expo. 22 to 24 February marks Europe's most prominent business event in the child products and services business sector



Over 4.5 thousand visitors from 44 countries came to Targi Kielce to participate in the thirteenth Kids' Time Expo.

This year's novelty - Hosted Buyers program. The scheme made it possible for foreign representatives of the children's industry to establish business relations with exhibitors and get acquainted with the wide range of products presented at the show. The Kielce exhibition and congress centre hosted guests from Spain, Italy, and the United Arab Emirates, et al. Premiere shows, new products, award-winning products and the comprehensive display of available articles were the eye-catcher for the foreign media. Kielce, as in previous years, was visited by industry journalists from the United States, Norway, Italy, Turkey, Sweden, UK and Germany. The Business

Forum was an important point of the event's agenda. For three days, many industry professionals delivered their presentations on the main stage. The

New York-based toy specialist Rayne Rice was among the speakers. The American expert spoke about the latest global trends in toys and the growing popularity of licensed products. The speakers also discussed the export of Polish products to the United Kingdom, marketing and sales, and legal aspects of running a business. The event also witnessed the establishment of international cooperation between the Kielce exhibition and the congress centre and its Kids' Time with CBME Türkiye - the sister expo in the child products and services business sector held in Istanbul.





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- We have been a part of the Kids' Time expo for 11 years. At this year's show, we signed a cooperation agreement for the upcoming expos. Some exhibitors were afraid that the number of visitors would not be sufficient this year. Nothing further from the truth - we had a lot of customers visiting us. It is worth being here to maintain contact with existing customers and meet and prosper for new ones

Janusz Musioł
MARKO

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80% of exhibitors confirmed their willingness to participate in the upcoming Expo

- Our Expo stand welcomed many guests, and there was a lot of traffic. Hardly did I have the opportunity to visit the entire Kids' Time exhibition. A lot was going on here, and everyone wanted to see our products. This has been a very successful expo. I guess we'll see you next year

Artur Machlowski,
COBI

- We have exhibited at Kids' Time since the second trade fair. We are delighted to participate in this year's event. We did not expect that we would have so many customers. We have hoped to meet foreign customers at Kids' Time; this request has become a reality. We have had guests from Ukraine, Albania, Croatia, Switzerland and Germany. We count on receiving orders as the result of the trade show

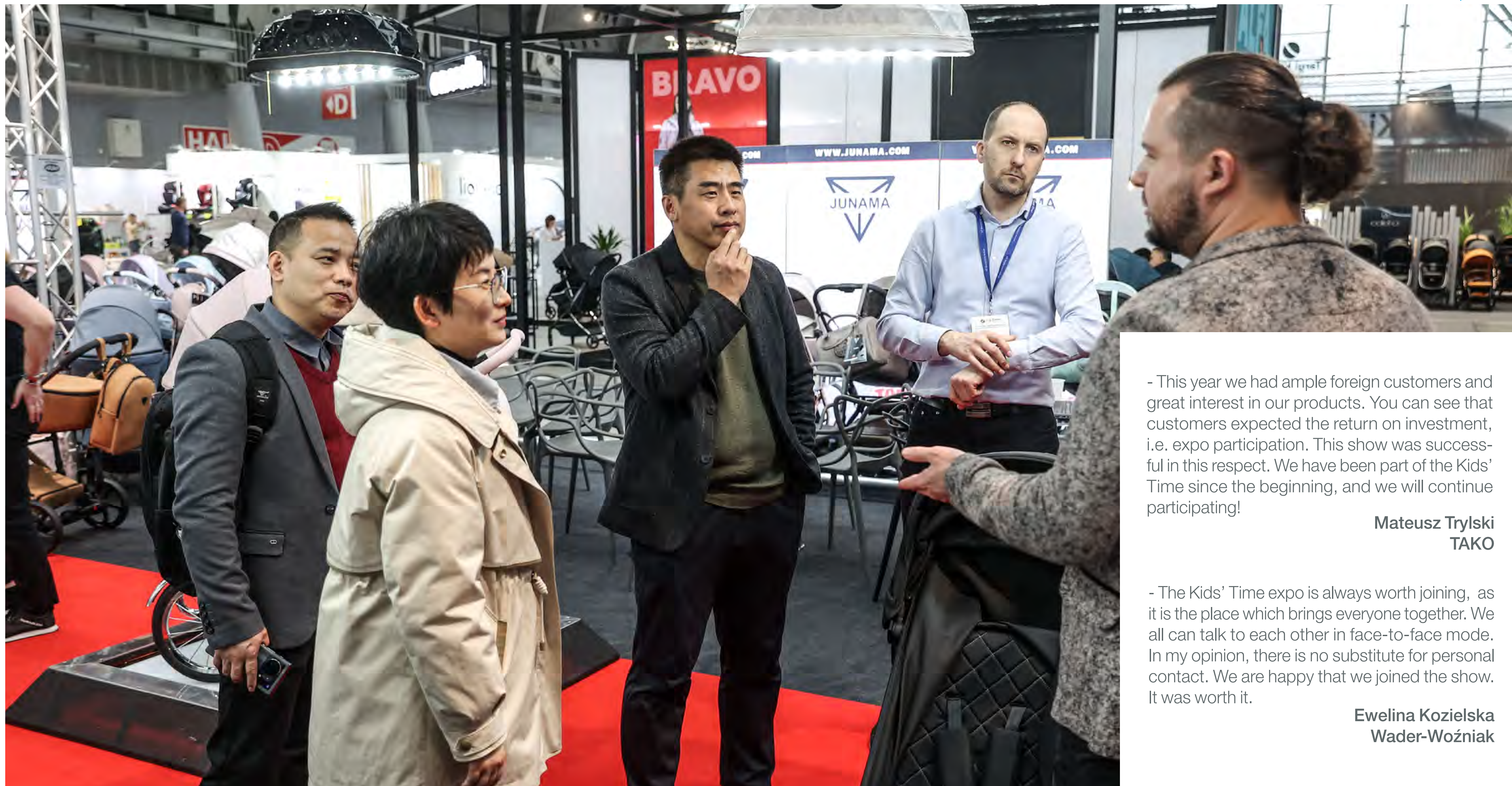
Grzegorz Szymczak,
Coletto

- We have been at the show for the twelfth time, it has been an uninterrupted presence since the second Expo. Our products have proven very popular. Our expo stand was a busy place, not even a moment without people calling in. We hosted customers from Poland and from around the world.

Maciej Majcherczyk
Amy

- This Expo has now advanced to become a pivotal event in Europe. This year, we hosted a lot of foreign guests at our expo stand. We received many inquiries about distribution. For two days we kept collecting orders. We were kept busy for the whole expo duration, the show did the job and met our expectations.

Łukasz Kot
właściciel firmy EKO



- This year we had ample foreign customers and great interest in our products. You can see that customers expected the return on investment, i.e. expo participation. This show was successful in this respect. We have been part of the Kids' Time since the beginning, and we will continue participating!

Mateusz Trylski
TAKO

- The Kids' Time expo is always worth joining, as it is the place which brings everyone together. We all can talk to each other in face-to-face mode. In my opinion, there is no substitute for personal contact. We are happy that we joined the show. It was worth it.

Ewelina Kozielska
Wader-Woźniak

Kids' Time 23 | REPORT

KIDS' TIME STAR. with new categories!

The Jury Panel evaluated over 100 applications. The panel of experts was chaired by Marek Jankowski, founder and publisher of the Branża Dziecięca business-insider magazine, the media partner of the KIDS' TIME expo. For the first time, the products were appraised in as many as 15 categories. KIDS' TIME star has already become popular; the competition recognizes

the best, the most interesting and the most innovative products; The contest welcomes both market entrants and products which already enjoy a well-established position. Check which articles have gained recognition from the Jury Panel and received the prestigious statuette!



Kids' Time 23 | REPORT

2023 Kids' Time Star Laureates



More information on the Kids' Time Star contest can be found on its website: www.kidstimestar.pl



YOO MASTER+
BABYMOOV

Accessories for parents



Active play mat made of natural rubber PRIME Baloon Dream Big
GUGU THE HERO

Products for children



BeSafe iZi Turn M
MARKO
swivel car seat

Car seats and retainers



Nieparki
JAWA

Games



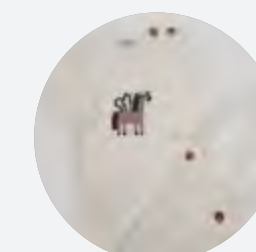
LEANDER CLASSIC
SCANDINAVIAN BABY

Feeding babies



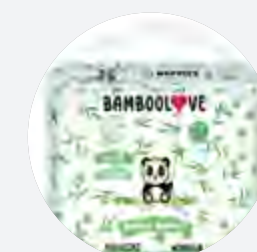
Nosidełko BeSafe Newborn Haven
MARKO

Baby carrying scarf and slings

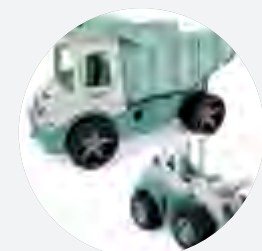


"RETRO ANIMALS"
Knitted Set EKO

Clothing

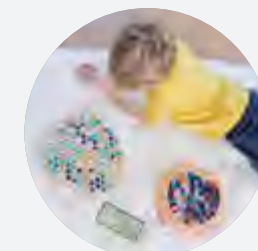


BAMBOOLOVE - diapers with bamboo fibre
BAMBOOLIFE
Baby care products

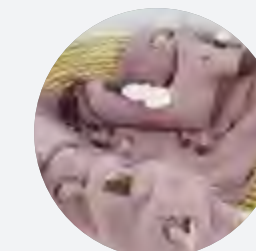


RePlay Sustainable
WADER series

Planet-friendly



Children toy - mandala creator
MARKO
Puzzles and mosaics



Knitted animals Fox, Goose and Unicorn
EKO
Textiles



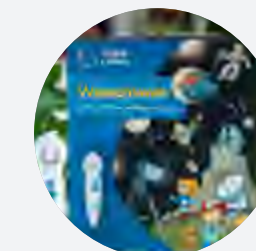
iCandy CORE
SCANDINAVIAN BABY

Prams and strollers



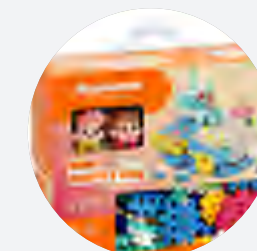
Agenda
NASZA KSIĘGARNIA PUBLISHING HOUSE

Toys - age group 0-3 years of age



Read with Albik
ALBI POLSKA

Toys 3+ age group



Mini Waffe City Beach
MARIOINEX

Creative Sets

Social Media - facts and figures

February 2023



25+

publications



250+

followers



2000+

post views on every expo day
(22-24 Feb)



New followers from Poland, Turkey, Germany, Italy, China, the United Kingdom, Greece, Finland, Spain, France, Thailand, Serbia, Sweden, Czech Republic, Tunisia, Romania, Croatia.



50+

posts



135 K+

posts outreach



5500+

video views



31 K+

reactions, comments and post sharing



250+

coverage



25 K+

post outreach



250+

profiles tagged us



4 K+

views of each of our reels



@targikidstime



@kidstimefair



/showcase/kids-time-fair

Thank you for joining us!

Kids' Time team

