

Report



Kids' Time

14th International Fair
of Toys and Products
for Mother and Child

21-23.02.2024



Expo Strategic
Partner:



Main Media
Partner:



Cooperation:



Premieres and new products for the children's industry at Targi Kielce

The fourteenth Kids' Time Expo brought together 300 exhibitors, including 64 foreign ones, from 17 countries and 5.5 thousand visitors representing 47 countries. The expo stands at the three-day show were dominated by business talks and contracting.

– This year, the children's industry meeting is staged not in four but in five expo halls, following last year's example. This development makes us happy because. First and foremost - it confirms the need to expo s of this kind, i.e. direct meetings. Secondly, a much larger floor makes the offer even more attractive. and comprehensive for visitors. – said the president of Targi Kielce, Andrzej Mochoń, PhD at the opening ceremony.





Among the thousands of products are the latest collections of popular toys, including ecological and educational ones, articles for children and parents and many others. Expo stands offering children's furniture, clothes, textiles, games, and stationery were also visited eagerly.

Pram and stroller companies showcased many new products and premieres; the expo witnessed many more firms and products, compared to recent years' shows. In addition to entirely new models, the expo guests could see refreshed colour versions and products with completely new fabrics.

Visitors were also interested in innovative products, many of which were appreciated by the Kids' Time Star Award Competition Committee. – This Expo witnessed many

exciting and innovative competition registrations. The winners of each category were selected and presented with this prestigious award. The complete winners' list is always available on the kidstimestar.pl website. - adds the event manager Aldona Matla. The winning products' list includes a ring-sling with a baby scale, which makes it easier to weigh newborns and provides them with greater comfort; the BeSafe Beyond system, consisting of two seats and a base, which redefines travelling, making it easy and safe, and the revolutionary Baby milk machine. Brezza Formula Pro Advanced All Black makes preparing each bottle for your baby faster and less stressful.

The Jubilee KIDS' TIME is held from 25 to 27 February 2025 at Targi Kielce.

Kids' Time - facts and figures



300+
exhibitors



exhibitors
from 17
countries



500+
brands



5500+
visitors



**Visitors from
45 countries**

Albania, Armenia, Australia, Austria, Belgium, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Chile, China, Cyprus, Czech Republic, Denmark, Estonia, France, Greece, Georgia, Spain, Netherlands, Hong Kong, India, Canada, Lithuania, Latvia, North Macedonia, Malaysia, Malta, Moldova, Germany, Romania, Portugal, Slovakia, United States, Sweden, Tajikistan, Turkey, Taiwan, Ukraine, Hungary, United Kingdom, Italy, United Arab Emirates.

Kids' Time - heading for Doha!

Mutual promotion, joint expo organisation in Poland and Qatar and arrangement of trade missions of producers and buyers from Poland and the State of Qatar; - are the most contractual provisions of the agreement signed by the president of Targi Kielce, Andrzej Mochoń PhD. and the managing director of Dar Al-Sharq, Eizeldin Abdelrahman. Under the agreement, Targi Kielce will host companies from the Gulf Region. Targi Kielce can also offer Kids' Time exhibitors a chance to attend Qatar shows. – **We will commence cooperation with a vital expo organiser based in Qatar. Kids' Time marks the beginning. We want our expos to host exhibitors from the Gulf and to create conditions for Polish companies to exhibit at Qatar shows** - said the president of Targi Kielce, Doctor Andrzej Mochoń.



“
80%
of exhibitors
confirmed that they are
going to showcase at
the upcoming
expo
 ”



This is the event to take part in!

- On the first day, our expo stand hosted many customers, and our products generated avid interest. We met regular customers we have cooperated with for many years; however, it was also nice to meet brand new customers from Poland and all over Europe. Kids' Time participation means prestigious.

From the beginning, we have been here to maintain relationships with our clients; the Expo is a permanent fixture in our expo calendar.

Łukasz Tabaka
Adamex

- We are delighted with this year's Expo with an abundance of customers calling at our expo stand. We had scheduled meetings with our contractors and all days were packed. New customers also contacted us. We have been a part of the show from the very beginning, and we like returning to the Expo to meet the entire industry, customers, and producers in person.

Angelika Musioł
Marko

- This year's Expo, especially the number of people who visited our expo stand, makes us optimistic and bodes well for the future. We are a publishing house that boasts 100 years of tradition. We have looked for other business ideas that would complement our publishing business line for several years. When we decided to publish board games, too, we prospered for leads and contacts. We found the Kids' Time Expo, which we have been exhibiting since 2017. The Kids' Time Expo is the gateway to the entire toy industry.

Marek Dobrowolski
Nasza Księgarnia [Our Bookstore]

- New customers called in our expo stand, and we also met our existing customers. We are satisfied - our customers clearly need live meetings. They want to get to know our products, see them, touch them and talk about them. This is already the 11th Time our company has joined the Expo. Face-to-face meetings with clients is our primary goal - we nurture business relationships, establish new ones, and present our latest products at Kids' Time.

Agnieszka Krzyżyńska, Jarosław Klupś
Klupś Children's Furniture

Debutants at the Kids' Time Expo signed contracts with European distributors!

Last year's successful inauguration of the Debut Zone resulted in subsequent companies joining this milieu of debutants. The Kids' Time first-time exhibitors presented their product offerings to a wide audience. The eleven companies and among them manufacturers and distributors of balance bikes, children's clothes and accessories, educational toys and books, and baby wraps. – The Kids' Time is an ideal opportunity to meet prospective customers in one place, in a short time – said Agata Kuciak from Greatland, a distributor of the Czech brand of FW Rider balance bikes.

– The Kielce exhibition and congress centre and this event are the absolute TOP in Poland and

Europe. Our presence here allows us to establish cooperation with domestic and foreign clients – she adds. – On the first day we signed the distribution contract for our products, including one in Moldova - said Iryna Artemchuk from Nena Bebe. – That's what this event has been created for.

Business relationships development and contracts conclusion with customers from all over the world is the essence. The annual Kids' Time hosts a whole array of visitors - added the president of Targi Kielce, Andrzej Mochoń PhD.



Kids' Time Star statuettes awarded

A crucial point of the Kids' Time agenda - the prestigious Kids' Time Star competition results are announced at the expo KIDS' TIME is a perfect place to present toys and products for children and parents, to show strengths and competitive advantages.

- This Expo witnessed many interesting and innovative competition registrations. The winners of each category was selected and presented with this prestigious award. The complete winners list is always available on the kidstimestar.pl website. - said the event man-

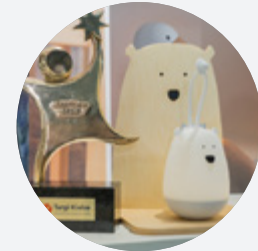
ager Aldona Matla. The popular star of Kids' Time is a statuette is handed to the best of the best - the competition recognises the best, the most interesting and the most innovative products; The competition welcomes both market-entrants and products which already enjoy a well-established position. Professional B2B expos are often referred to as "the business-sector's trend-setter". This is where new brands and products make their début.



2024 Kids' Time Star Laureates

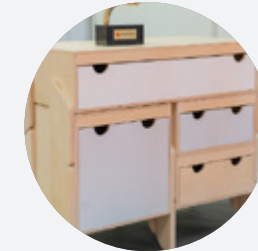


More information on the Kids' Time Star contest can be found on its website: www.kidstimestar.pl



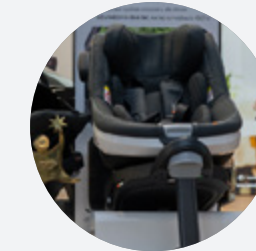
HANGING NIGHT LAMP - REGNUM BEAR
REGNUM

Accessories for parents



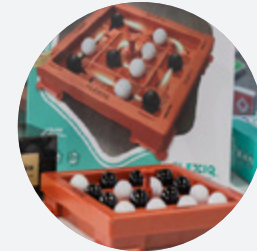
NINO KRESPA MODULAR FURNITURE SET FOR CHILDREN
KRESPA

Products for children



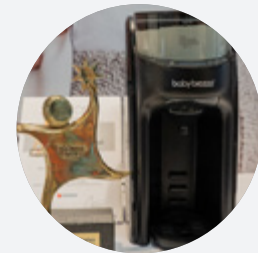
BESAFE BEYOND SYSTEM FROM MARKO
MARKO

Car seats and retainers



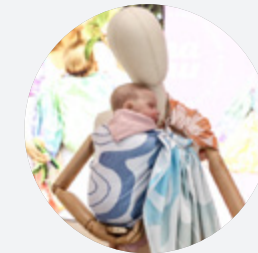
ORBITO GAME
TOYKI

Games



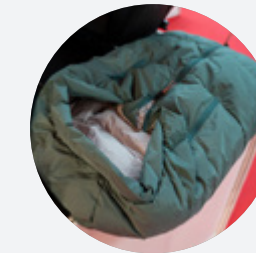
BABY BREZZA FORMULA PRO ADVANCED ALL BLACK
KIDS INSPIRATIONS

Infant feeding



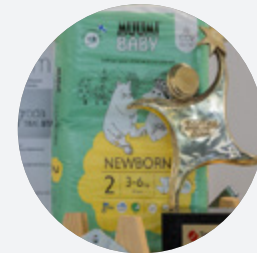
RING SWING AND BABY SCALE 2 in 1
ANNA BARTKOWSKA

Baby carrying scarves and slings



VOKSI ADVENTURE STROLLER SLEEPING BAG "RETRO ANIMALS"
MARKO

Textiles



MUUMI BABY NEWBORN ecological diapers
DALTRA

Baby care products



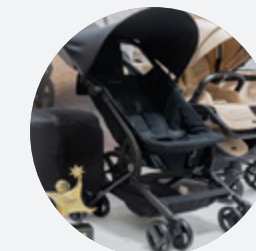
DEW CHILDREN'S PRODUCTS from the CHILD CARE collection
MARKO

Planet-friendly



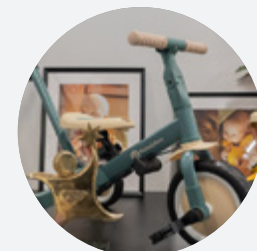
PONY MICRO WAFFLE
MARIOINEX TOY FACTORY

Puzzles and mosaics



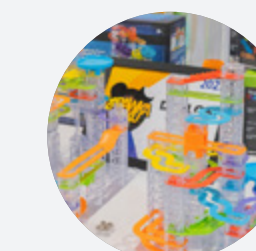
FOR THE MOMI GRACE STROLLER
TELFORCEONE

Prams and strollers



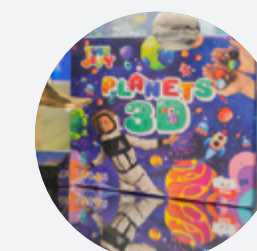
PETITE&MARS multifunctional tricycle 5in1 TURBO
AGS 92

3 Toys +



TRESTLE TRACKS CULODROME
QELEMENTS

Toys 3+ age group



TUBI JELLY PLANETY 3D
TUBAN

Creative Sets



Social Media facts and figures

- our online visibility



50+
publications



800+
followers



47 K+
post outreach



New followers from:

Poland, Turkey, Germany, Italy, China, United Kingdom
Greece, Finland, the Netherlands, France, India, Taiwan,
Sweden, Czech Republic, Tunisia, Romania, Croatia,
Saudi Arabia, Egypt, Pakistan, Switzerland.



70+
posts

500 K+
post outreach



5500+
video views



31 K+
reactions, comments and post sharing



300+
relation



26 K+
post outreach



3 K+
views of each reel



Let's stay in touch
- www.kidstime.pl



@targikidstime



@kidstimefair



/showcase/kids-time-fair

15
YEARS



Kids' Time

Thank you
for joining
us!

Kids' Time team

See You
next year

25-27 February
2025

