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Kind + Jugend ASEAN shifts its inaugural edition to 2023

Kind + Jugend ASEAN, the first satellite event of the world's largest trade fair for premium baby and toddler products Kind + Jugend, will move to 5-8 April 2023.

Over the past months, the launch of Kind + Jugend ASEAN in Thailand has received strong interests and excitement from the industry. The event was on track to deliver a first of its kind industry gathering for this region.

Despite Thailand reopening its borders to vaccinated travellers coupled with a strong progress in vaccination rollout within Thailand and surrounding ASEAN countries, travel restrictions still pose a challenge for some international visitors and partners. This would not have allowed us to kick-off with an impact, befitting for an inaugural edition.

After in-depth analysis on the situation in Thailand and around the world; and close consultations with the Thailand government, key stakeholders and partners, the team has decided to postpone the first edition of Kind + Jugend ASEAN to 5-8 April 2023, at the Bangkok International Trade and Exhibition Center (BITEC) in Thailand.

"As much as we would have loved to bring the event to life in 2022, the current situation has compelled us to reconsider the impact of Kind + Jugend ASEAN's inaugural edition. The ability to host a successful event was outweighed by the complexity for some international visitors and partners to participate smoothly. Today, we confirmed our decision to postpone the live event to 2023 instead," expressed Mathias Kuepper, Managing Director of Koelnmesse Singapore, the organiser of Kind + Jugend ASEAN.

He added, "With the new dates, we are confident that the industry would be better prepared and ready to jump onboard with the recovery of the global economy and resumption of the new-norm. In the meantime, the team will work towards bringing greater understanding of the Thailand and ASEAN market to you and your partners, leading up to the 2023 dates. Let's grow together, in building a stronger first edition of Kind + Jugend ASEAN in 2023!"

Kind + Jugend ASEAN will be held from 5-8 April 2023. For more information about the event, visit www.kindundjugend.asia or follow Kind + Jugend ASEAN on the social media platforms.



Kind + Jugend ASEAN
5-8 April 2023
www.kindundjugend.asia

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Koelnmesse - industry trade fairs for the children's

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first years segment: Koelnmesse is the world's top trade fair organiser in the premium baby and toddler products segment. At the trade fair grounds in Cologne/Germany, the leading international trade fair Kind + Jugend is an established, central industry platform for the global trade and ordering business and presents an annual showcase of the latest products, trends and innovations. In addition to the event at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally: Pueri Expo in São Paulo/Brazil is the largest trade fair in Latin America for premium baby and childcare products, bringing leading Brazilian and international brand manufacturers together with buyers and retailers from across the region with a carefully targeted approach. In South-East Asia, Kind + Jugend ASEAN will celebrate its premiere in Bangkok in 2023.

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Further information: Industry Sectors | Kind + Jugend ASEAN 2022
(kindundjugend.asia)

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.

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, 25.05.-28.05.2022

FIT 0/16 - International Trade Show for Baby and Children Wear,
São Paulo, Brazil, 25.05.-28.05.2022

Kind + Jugend - The Trade Show for Kids' First Years,
Cologne, Germany 08.09-10.09.2022

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