

Your Link to Chinese Preschool Education Market

China International Preschool Education Expo 2018 (CPE 2018)
March, 2018





Chinese Preschool Education Market is Booming!

- The number of 0-6 year old children in China is **over 1000 million** according to the official from NHFPC.
- There are **240,000 kindergartens** in China, and **440,000 children** in kindergartens in 2016 according to the Ministry of Education.
- Chinese state government and local government all **increase the fiscal budget** for the preschool education sector according.
- In 2017, ***the Law for Promotion of Privately-run Education Institutions*** was amended to encourage the development of **privately-run kindergartens or preschools.**

International Brands with Successful Practice in China

- The following are some examples.



*All the above keep exhibiting at CPE.

How Did They Succeed?

The Effective Steps to Approach Chinese Preschool Education Market

- 1) To Participate the Trade Fair such as China Preschool Expo
- 2) To Build Trust Relations with Right Chinese Distributors
- 3) To Increase Awareness of Brands in China

PS: To Understand Chinese Regulations and Safety Standards would help avoid unnecessary mistakes and seize some opportunities in advance, which you can resort to China Toy and Juvenile Product Association.

Why China Preschool EXPO(CPE) (1) ?

**The leading
international trade fair
in China**

400+exhibitors

900+brands

37,000+ m²

**The fastest track to
market channels in
China**

75,000+ buyers

4,000+ kindergarten
principals

4,000+preschool
business distributors

20+top online retailing
platforms

**Best brand promotion
platform**

200+domestic media

30+ international
media

social media and
website

Why China Preschool EXPO(CPE) (2) ?

Trends discovery of China preschool education industry

20+ forums

80+ preschool education
experts worldwide

70+ hot issue topics

50+ new releases

Custom-made business matchmaking services

with top 500 preschool
business distributors

with investors

with kindergartens

More Potential Opportunities through the co-located fairs

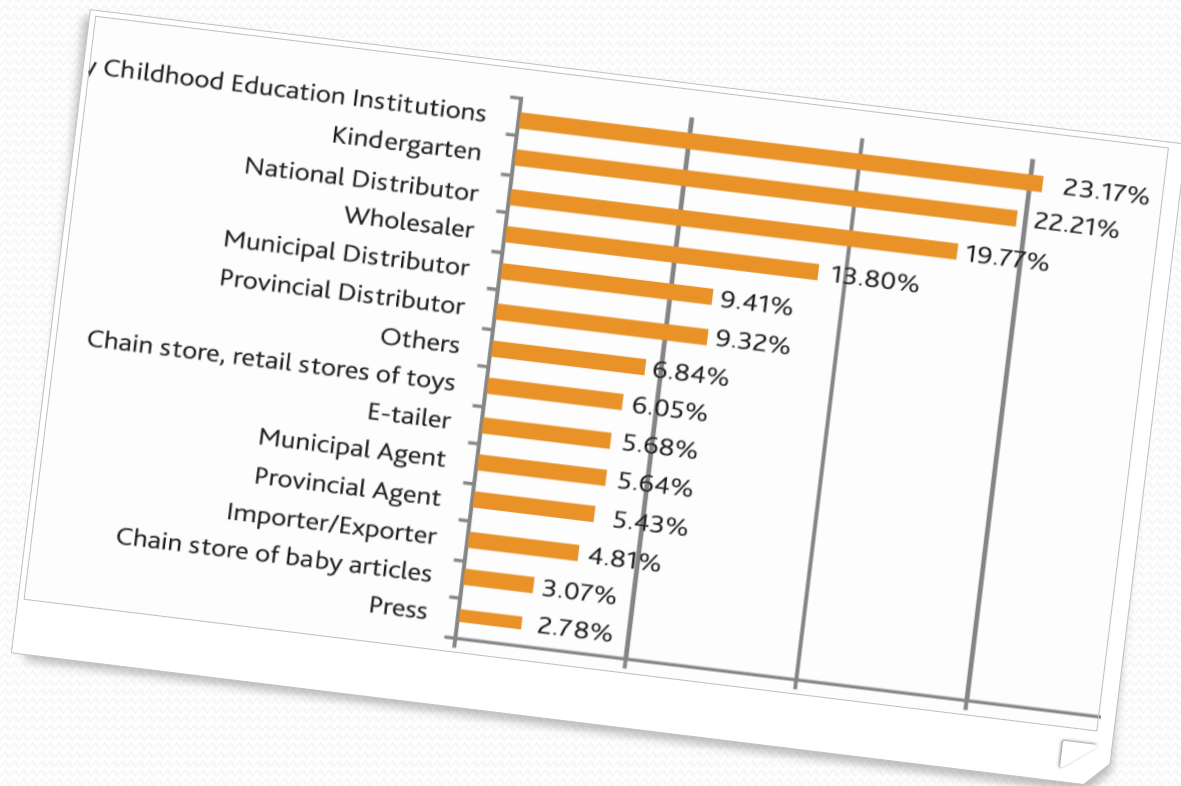
China Toy Expo
China Kids Expo
China Licensing Expo

2400+ exhibitors
3800+ brands
220,000 m²

Who Will Be Your Visitors at CPE?

CPE2017 attracted
24,564 buyers from 106
countries/regions.

The domestic visitors of
CPE were composed of
the channels in the
right:



In 2017, CPE, with China Toy Expo, China Kids Expo and China Licensing Expo in total attracted **71,819** visitors from 130 countries/regions.

CPE: Integrating Forum and Events

- 20+forums
- 80+preschool education experts worldwide
- 70+ hot issue topics in China
- 4,000+ kindergarten principals/teachers

More Potential Opportunities from the Co-located Fairs :



®

CHINA
PRESCHOOL EXPO
中国幼教展



®

CHINA
KIDS EXPO
中国婴童展



®

CHINA
TOY EXPO
中国玩具展



®

CHINA
LICENSING EXPO
中国授权展

China Toy Expo(CTE): the Largest Toy Trade Fair in Asia covering all the categories of toys

China Kids Expo(CKE): the Leading Trade Fair for Baby and Kids Product in Asia, co-organized by CTJPA and Koelnmesse

China Licensing Expo(CLE): the Largest Professional Licensing Show in

Preschool Education +Toys+ Kids Products +Licensing =the following:

2,400+ exhibitors

3,800+ brands

220,000+sqm floor space

75,000+ visitors

130+ countries/regions

Easy Way to Join CPE?

According to the above show figures and features we strongly suggest you **joining China Preschool Expo** and especially to be part of the **International Brands Pavilion** to develop the business and meet potential channels, agents, distributors and potential clients.

We propose **3 Options** for you.

Option 1: Raw Space and Service

Price: USD 210/m² (Min. 18 m²)

The Package includes the following service:

- **Raw Space**(The exhibitor needs to pay additionally for the construction of the booth),
- **2 business matching with mainland China agents, distributors or buyers**
- **One free pass to join the Executive Round Table Meetings**(Good opportunity to understand Chinese Market, learn experience directly from the international brands which have already run successfully in China and meet with top channels of the industry in China including the top kindergarten distributors, , as well as the leading on-line retailing platform such as JD or Alibaba)
- **Company profile with product information in website and social medias' listing**

Option 2: Standard Booth and Service

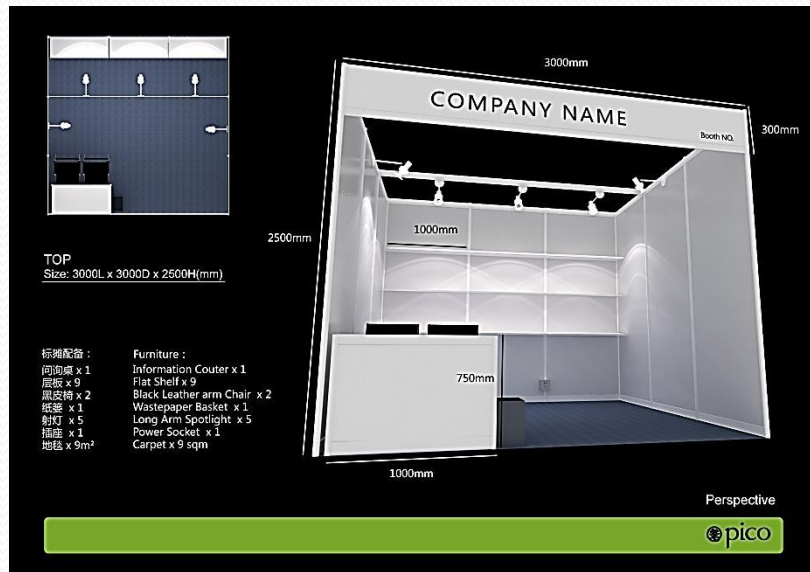
Price: USD 250/m² (Min. 9 m² =USD2250)

The Package includes the following service:

- **For each standard booth (9 m²)**, the facilities include: shell walls constructed; fascia name board; grey carpet; one front desk ; one round table and two chairs; 5 spotlights, 9 shelf board (or 3 lockers), 500W socket outlet plus power, 1 rubbish bin
- **2 business matching with mainland China agents, distributors or buyers**
- **One free pass to join the Executive Round Table Meetings**(Good opportunity to understand Chinese Market, learn experience directly from the international brands which have already run successfully in China and meet with top channels of the industry in China including the top kindergarten distributors, , as well as the leading on-line retailing platform such as JD or Alibaba)
- **Company profile with product information in website and social medias' listing**



Option 2: Common Standard Booth and Service



Design Picture for the
Standard Booth (9 m²)

Option 3 Turnkey Package

Price: USD 2200/booth

The Package includes the following service:

- **1 special booth (6m²) highlighting the International Brands Pavilion** (Refer to the Design Pic Next Page for the effect). The booth facilities include: shell walls constructed; blue carpet; one front desk ; one square table and two chairs; 2 spotlights, 1 glass showcase, 500W socket outlet plus power, 1 rubbish bin, 3 posters printed and pasted.
- **5 night 4-star hotel accommodation**
- **2 business matching with mainland China agents, distributors or buyers**
- **One free pass to join the Executive Round Table Meetings**(Good opportunity to understand Chinese Market, learn experience directly from the international brands which have already run successfully in China and meet with top channels of the industry in China including the top kindergarten distributors, , as well as the leading on-line retailing platform such as JD or Alibaba)
- **Company profile and product information included in the International Brands Pavilion Brochure, which will be distributed to all the visitors**
- **Company profile with product information in website and social medias' listing**

Option 3: Turnkey Package



**Design Picture for the
International Brands Pavilion**

If You are Doing Business in the Following Categories

Toys for Education

STEM/ Education Robots

Montessori

Reading Games & Puzzles

Jigsaw Puzzles

Science Toys

Construction Toys

Arts and DIY

Role Playing

Curriculum Materials/ Picture Books

Picture Books

Bongo Drum

music

English Learning

Sports

Chinese Culture

Kindergarten Management

Teacher Training

Software

Franchising

Security Facilities

Design & Decoration

Kindergarten Supplies

Preschool Education
Service & Product Package
Supplier

Playground Equipment

Furniture/ Decoration

Artificial Turf / Mat

Kindergarten Bedding &
Clothing & Bags

Water & Air Purification
System

Gardening & Landscaping

Please Contact Us for Your Success in China

We are happy to advise you on everything relating to your trade fair participation.

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Organizer: China Toy and Juvenile Product Association (CTJPA)

Supporting institution: Committee of Early Childhood Education, the Chinese Society of Education (CSE)

China Toy and Juvenile Product Association (CTJPA) is the not-for-profit trade association representing the interests of Chinese toy and juvenile products industry. TJPA is the only official representative in International Council of Toy Industries (ICTI) appointed by Chinese government and the governance board member of ICTI CARE Process. Now CTJPA takes the Presidency of ICTI for 2015-2018.

www.tjpa-china.org

Committee of Early Childhood Education, CSE, established in 2014 upon the approval of the Chinese Society of Education (CSE), is engaged in studying and finding solution to the problems and challenges of the preschool education in China, organizing academic exchange activities and training of kindergarten teachers and principals, with the purpose to ushering in a better future for the preschool education in China.

Thanks for Your Attention!