

KID'S
Expo China

**KID'S CHINA
EXPO**

CHENGDU

2019

2019 China Preschool Education Conference-Western Summit
2019 International Kid's Education Expo-Chengdu

New Era, New Mission

2019.4. 12--4. 14

Western China International Expo City, Chengdu

www.kidsexpochina.com



Same time: 2019 Western Early Learning Expo

2019 Western Parent-Child Games Expo

2019 Western Preschool Distributors Gala & New Product Release Meeting

Western China is on the way to forefront of reform and opening

Since January 2000, the large-scale development of China's western region has begun. The past decades has witnessed the rapid development and tremendous changes in western region. Economic data in 2017 shows that economic growth of western provinces like Sichuan, Yunnan, Guizhou leaped into the front rank in China. In terms of GDP growth rates, Sichuan, Guizhou, Chongqing, Shanxi are all within the top 10 in China, indicating an extraordinary strong growth momentum. Among which, import and export performance is prominent, and industries with longer industrial chain, higher added value seem to have more significant growth regarding import and export. In addition, One Belt One Road Initiative has brought many preferential policies to boost the development of western China.



Preschool Education in Western China

From 2000 to 2018, with the rapid development of western China, the change not only shows in economic figures, but only shows in the pursuit of and urgent demand for better education, including better preschool education.

China's western region occupies an area of 6.9 million square kilometers, which amount to 71% of Chinese total territory. Population is 0.39 billion, equal to 29% of Chinese total population. However, enrollment rate for preschool education is far below the national average. Good news is that the country is attaching much greater importance to develop the education development of the area. Just take government financial allocation as example, allocation to public kindergartens in Chengdu in first two quarters in 2018 has reached more than 16 million US dollars, not to mention allocation to other western cities. It's expected that in the near future, more and more modern and international kindergartens will emerge, ranging from newly-built public, inclusive to private kindergartens.



Kid's Expo will build a bridge to connect preschool education in western China

In 2019, Kid's Expo will penetrate into western China market. We are so glad to introduce Kid's Expo to Chengdu, the No. 5 metropolis in China, and the business and economy center of western China. On April 12-14, Kid's Expo-Chengdu will be held at Hall 5, 6, 9 in Western China International Expo City, Chengdu.

Through a strategic combination of the model covers "topic forum + thematic symposium + exhibition + unique courses roadshow + award + public welfare activity + on-spot visiting and learning", Kid's Expo-Chengdu will play an important role in the industry, with the aim of improving the quality of preschool education, promoting concepts of scientific parenting and early childhood education, as well as building a convenient platform for academic exchange and industrial cooperation.

It's expected that 300 to 500 domestic and international brands will participate the Chengdu expo, and about 15,000 to 20,000 professional visitors, which mainly includes kindergarten or early learning center principals, managers, investors and kid's educational product retailers, dealers and distributors, will be invited to this grand B2B event.



Exhibit Range

Kid's Learning & Courses

Textbooks, electronics items, multimedia products, interactive app, online courses, cloud services, etc.

Preschool Institutions

International Kindergarten, preschool education groups, kid-parent interactive center, preschool teacher training, etc.

Kid's Hobbies

Musical instrument, painting tools, dance, handcraft, sports supplies, etc.

Kindergarten Management

Kindergarten-family apps, management software, kindergarten planning, brand franchising, etc.

Kindergarten Design & Construction

Kindergarten design, environment construction, eco-friendly floor, grassland, amusement facilities, safety facilities, etc.

Kid's Educational Toys & Games

Puzzles, Lego, enlightenment toys, intelligent toys, diverse games, etc.

Kid's Living

Stationery, clothing, uniform, furniture, bedding items, etc.

Publishing

Children's book and magazines, etc.

Special Kid Services

Special kids therapy, training center, non-profit center, etc.

Related Products & Services

Kid's safety, insurance, health, etc.



Standard Shell Scheme (minimum 9 sqm)

USD350/sqm

(Double and triple open-side booth shall be surcharge of 10% booth fee.)

- Fascia board with company's name and stand No.
- Wall boards
- 1 socket (500 W)
- 2 florescent lights
- 1 information counter
- 2 folding chairs
- 1 waste basket
- Carpeted flooring

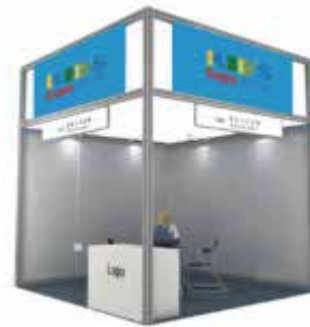


Upgraded Shell Scheme (minimum 9 sqm)

USD400/sqm

(Double and triple open-side booth shall be surcharge of 10%

- Fascia board with company's name and stand No.
- Wall boards
- 1 socket (500 W)
- 4 florescent lights
- 1 information counter
- 4 folding chairs
- 1 waste basket
- 1 round table
- Carpeted flooring



Raw Space (minimum 36 sqm)

USD300/sqm

- Without booth facilities

OTHER VALUE-ADDED BENEFITS

Publish exhibitor's information in the show directory

Place exhibitor's information on expo website

Assistance in making market promotion campaign

Complimentary visitor invitation tickets for exhibitors to send out to their business contact

A complimentary copy of show directory

Arrangement of business matching meetings

HOW TO PARTICIPATE

1

Get the floor plan and application form and reserve booth



2

Fill the form and send back to organizer by email or fax



3

Make full payment within 5 working days after sign and seal of the contract



Organizer Contact

Guangzhou AUCH Exhibition Service Co., Ltd.

Add: Room 1504, Block C, Poly World Trade Center No.1000,
Xingang East Road, Guangzhou, China 510335

Contact: Gabriella Yang

Position: Marketing Manager of International Market Dept.

Tel: +86-20-83392687 /83300252/ 83391816

Fax: +86-20-83300152

Mob/ WeChat: +86-15802027596

E-mail: expoart@vip.163.com

Website: www.kidsexpochina.com