

FAIR OF CHILDREN'S PRODUCTS

7.-10. 3. 2013

BRNO – EXHIBITION CENTRE

Pro  
**ditě**



The traditional **PRODĚTĚ trade fair** offered a comprehensive range of prams, pushchairs, car seats, clothing, toys and other requisites for children and mothers on the Czech and Slovak markets. The event not merely featured the usual range of available products, but also presented new items for the coming season that are not yet to be found in the shops. The range of products presented by the exhibitors at the event was accompanied by free expert consultation and the attractive supporting programme **Children's World** with the company Zapf Creation and **Models in Motion** for visitors large and small.

Thursday's programme of events was devoted, first and foremost, to handicapped children. Those interested had the chance of trying out untraditional golf therapy, canistherapy and singing for pleasure. Friday saw the holding of the **Nursery Festival 2013** with Cozy Coupe children's cars. Of all the events featured on the programme at the weekend, we might mention the performance in the **Magic Meadow by Dáda Patrasová and guests JŮ and HELE** --- puppets from Czech Television Prague. The successful modelling presentation Models in Motion came to a climax with a re-enactment of **THE ARDENNES 1944** with a battle featuring model airplanes and tanks with pyrotechnics and sound effects. The supporting programme also presented leisure activities, education and nutrition for mothers and children.

### PRODĚTĚ 2013

Number of exhibitors

Total exhibition area in m<sup>2</sup>

Celkový počet návštěvníků

**78 from 2 countries**

**4,764 m<sup>2</sup>**

**25,053\* from 9 countries**

\* joint visiting attendance to the exhibition RYBAŘENÍ and the trade fairs PRODĚTĚ, PENÍZE and Franchise Meeting Point

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final report

Central  
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Centre

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Veletřhy  
Brno



**Zdeněk Hase, BABYPOINT s.r.o.:**

"This is the fifteenth time we have taken part in these trade fairs, and we are usually among the largest exhibitors. At the present time, the fair reflects the overall economic situation, and people are spending less money. We are a wholesale company, so we held talks in Brno with customers we have been doing business with for many years. We are used to meeting up in Brno, so we will always be represented at the PRODÍTĚ exhibition. Meeting up with so many customers at a single time and place is a great advantage for us, and the fair was a success for our company. We presented some new products in our line of business which our clients will then find easier to sell as a result."

**Mrs Chmelařová, Cazador s.r.o.:**

"The fair helps us let people become aware of us. We have been making prams and pushchairs for twenty years. The visiting attendance is fairly good, though fewer people are making purchases. We will see what the results say after the event has finished, and see whether we have just been showing our goods or actually making money. As usual, we held meetings with our business partners here."

**Blanka Nováková, PATRON Bohemia a.s.:**

"The fair is an opportunity for us to present our new collection. This is the perfect place for families with children, for whom the organisers have also prepared a good supporting programme."

**Kamil Bojanovský, KENYO, spol. s r.o.:**

"Our company has returned to this trade fair in Brno after a gap of three years. This is one reason why the fair was useful for us. We had previously exhibited here for twelve years. The fair in Brno is one of the best in its field in the Czech Republic in terms of the number of exhibitors and the visiting attendance. We act as importer for seven brands and didn't come to the fair to make sales (we supply goods to 250 sales points in the Czech Republic), but to promote awareness and meet up with our business partners. The fair was an extremely positive event for us, and we also met up with new potential customers."

**Daniel Hradil, Dara:**

"The trade fair in Brno is always good for our company. We always manage to sell something, and I have to admit it keeps us above water. Sales were practically the same as they are every year."

**Lubomír Fiedler, Ing. Lubomír Fiedler:**

"Our company is satisfied with its participation in the PRODÍTĚ trade fair. We were on the go practically the whole weekend and our stand was full of people. We saw great interest in the products we are offering. All our dealers came to the fair – we hold these meetings here in Brno every year. Even our dealers from Hungary and Austria came. We saw interest in the new Kiddy Evolution car seat, which is revolutionary in that it is also designed with premature babies in mind. When you take the seat out of the car and place it on the pram chassis, it becomes some-

thing like a deep bath. The geometry of the seat changes and the child can lie down flat. It locks securely in place to ensure the child's safety in the vehicle. This was a European premiere here in Brno, and people came from Hungary, Slovakia and Austria to have a look. The fair was a great success for us."

**Silvia Vašková, Rolsit Trading, Slovakia, s.r.o.:**

"We were extremely satisfied with the fair in Brno. We held preliminary talks on a great many contracts, though we also saw interest from mothers – our end users. Our company imports prams and pushchairs from America which we present to retailers in Brno. Our goods attracted great attention because these prams have a strong aluminium construction, are spacious and have large inflatable wheels, without being heavy. This makes them suitable for all types of terrain. The fair is well designed in that it is easy to make new contacts here and those visiting the event are not just end customers. Brno should keep things just the way they are in this respect – this is a contracting trade fair, and should remain so. We will, of course, be coming again next year."

**Marek Sasyn, SAMBABY s.r.o.:**

"We were satisfied both with the fair itself and with the visiting attendance. We used the first day for meetings with our dealers. You could say that everything was great. It goes without saying that we took advantage of the event in Brno to meet up with our dealers, though we also saw considerable interest from end customers. We will be coming again next year."

**Jiří Fiala, Baby Direkt s.r.o.:**

"We use Brno primarily for business talks – our partners dropped by as they do every year. This fair seems to me to have become well established. The standard is usually extremely high, and we are satisfied. There seem to be more exhibitors here this year. There were a lot of people here, including customers, and I have to give the event a positive assessment."

**Petr Wessely, KES spol. s r.o.:**

"It's important for our company, as an importer, to keep in touch with our wholesale customers at the fair. We also have the opportunity of presenting our products to the general public, and this gives us feedback from end customers which is extremely useful to us. We also find new customers in Brno."

**Zuzana Recmanová, Emitex:**

"The fair has a certain magic for us. We are a Czech production company and make products for children up to the age of three. The company does not sell directly to end customers, so this event is of great importance to us. We also take advantage of the event to present our new products to our clients and to provide them with catalogues and complete information. Our clients know that we exhibit in Brno every year and always come back to see us, and this is one reason why every year is extremely successful for us. End customers know about us, and also come to the fair to buy our products from us direct at trade fair prices."

