

FAIR OF CHILDREN'S PRODUCTS



Pro dítě

6th – 9th March 2014
BRNO - CZECH REPUBLIC

PRODÍTĚ FAIR 2014 FINAL REPORT

The traditional PRODÍTĚ fair introduced a comprehensive offer of prams, baby car seats, textile, toys and other items for children and mothers in the Czech and Slovak markets. What was on display was the standard range of products as well as new arrivals for the upcoming season that are just about to appear in shops.

The offer presented by the exhibitors was complemented by free of charge specialist consulting and attractive supporting programme for small as well as adult visitors.

New features of the supporting programme:

- Disney cinema
- Disney Infinity

The best from the programme:

- Václav Upír Krejčí
- Magic show of Pavel Kozíšek and Hanka Mašílková
- Battle of the Ardennes 1944
- Fair with JÚ and HELE
- Games with Žízaláci



PRODÍTĚ 2014 IN NUMBERS

Numbers of exhibitors 86 from 3 countries

Total exhibition space in sqm 5 058

Total number of visitors 22 373 from 9 countries



final report

BVV



Veletřhy
Brno

WHAT WAS SAID ABOUT THE FAIR:

Ivana Fialová, Baby Direct s.r.o.:

The firm was absolutely satisfied with the participation at the fair as we were visited by a large number of customers. Compared to the previous years, the standard of the fair keeps increasing and I also liked the lay-out of the exhibition stands. We introduced a new car seat by Römer, which will be on sale in two months' time. Many customers showed interest in this new arrival. It is a baby car seat with light signalling, the mother or father knows that when the red light lights up, the car must be stopped and the child must be fastened again in a better way. Only then the green light turns on signalling indicating that everything is ok. This will be the only seat with this signalling system in the Czech market. The visitors were very interested in this innovation at this fair.

Zuzana Recmanová, Emitex:

Just like every year, we introduced new launches at the fair. We are one of the producers who distribute its products directly to the sales network. Only at the fair you can buy the goods directly from us at a reduced price. Mums are looking forward to this opportunity in Brno as they can also get the hottest launches here. To us, Brno is a very interesting fair as vendors have learnt to visit our exhibition stands. The facilities are excellent here, too, the exhibition centre staff fulfil any wish we may have. This year, we introduced a new generation of foot muffs with five functions and great variability. Visitors were also interested in a reduction and fixation insert and a baby car seat made of a special 3D materials.

Radek Stoczek, Euro-Trade:

We returned to the fair in Brno after three years, this year we were visited by quite a large number of end customers. The fair helped us introduce new launches, particularly prams from the USA. This was a new collection attracting visitors to our stand. The visitors were also interested in swings for sucklings up to nine month of age which are not readily available in our market. We are engaged in the sale of prams, baby car seats, baby bed linen, swings, high chairs, travel beds, as well as various toys.

Eva Němcová, Farmers:

We have attended this fair for five years and we have always been satisfied. We were visited by a number of end customers this year, I was surprised to see that they came to our stand with an almost clear objective, knowing what they want to buy. For the company the fair was a success, we are also satisfied with its standard. Furthermore, the facilities here are perfect. Our company based in Kyjov offers childrenwear made of quality materials. The childrenwear follows new arrivals in the market and fashionable trends, represents original branded clothing and will also appeal to more demanding customers. Our popular products include kid growing clothes that the kids can wear across up to three sizes thanks to smart cuts. These are double-face sweatshirts or trousers growing with the child. There is also an increasing demand for BIO clothing especially for children with sensitive skin.



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

We arrive at the fair regularly and we also like coming to Brno as it is number one for presenting our brands. We like coming back to Brno, basically all sales representatives from the Czech Republic and Slovakia come to visit us here. We are very satisfied, what we expected from Brno turned out well and we will be happy if the fair continues along these lines in the future. If I compare this fair with similar events in Poland, Prague or Bratislava, none of them achieves such a high standard as Brno. This fair edition did not let us down again, the money we spend here always pays off. In the Czech and Slovak markets we represent European producers of babywear and childrenwear.

Petr Weselý, KES:

This year, we introduced a new product by BOB in Brno. These are sport utility strollers certified for wearing roller skates as the only stroller around the world. At the fair we made the visitors aware of this brand and a number of customers came to see this new arrival. We are the only authorised importer of sport running pushchairs BOB that are perfectly suited for a comfortable ride in the city as well as in the terrain. We also partly managed to find some new distributors not only for these pushchairs. The company was satisfied with its participation in this event.

Kateřina Borunská, MAMAJA group s.r.o.:

The visitor rate at the fair was good, we were also visited by sales representatives, we were satisfied with our participation in Brno. We introduced a number of innovations, the visitors could test the ergonomic carrier Manduca a Caboo and get information about anything related to baby carrying. The visitors showed interest in the hot arrivals by Ella s House and Pop-in, i.e. textile nappies. Brno proves that these nappies are increasingly popular. We also presented swimsuits and protective clothing for babies used during feeding, painting etc.



fair report



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Brno