



Pro dítě

3rd – 6th March 2016
BRNO - CZECH REPUBLIC

The traditional sales fair PRODĚTĚ introduced a comprehensive range of prams, baby car seats, textile, toys and other accessories for babies and mothers in the Czech and Slovak markets. The fair offered not only the traditional assortment but also new launches for the upcoming season which will be only to appear on the shop counters. This year we have offered a test track for strollers where mums could try the stroller handling on various types of surfaces.

The exhibitors' offer was supplemented by free of charge consulting services, children's corner with numerous beautiful toys and gaming system Disney Infinity, games, competitions and, last but not least, amazing supporting programme for small and bigger visitors.

The best from the programme:

- Mimoni, Transformer show, Ice Kingdom
- Carnival with Dáda Patrasová
- Dancing school with Honza Ondrler and Lucka Hunčárová



PRODĚTĚ 2016 STATISTICS

Number of exhibitors	72 from 4 countries
Total exhibition space	5.089 sqm
Total number of visitors	19.083





WHAT WAS SAID ABOUT THE PRODÍTĚ 2016 FAIR

Lukáš Fiala, Baby Direkt s.r.o.:

We have been to ProDítě for the fifteenth time; this edition was very good for our firm. Basically from the very first day our stand was visited by a number of people interested in our goods. We were also contacted by a number of business partners as well as representatives of new firms, which we appreciate. For this reason the fair was beneficial for the company. Saturday and Sunday belonged to end customers who also came in large numbers.

Zdeněk Háse, BABYPOINT s.r.o.:

We are thrilled that we were visited by a number of salespeople at the fair, this really makes us happy. Their interest was really huge. We were also visited by end customers interested in our goods but representatives of firms are crucial to us.

Zuzana Recmanová, Emitex products s.r.o.:

We were very happy with the fair, our parents could find us again in the usual place. Moreover, this is the only event that we use this traditional opportunity to sell our goods to the end customers, which we usually do not do, as we basically sell through our business partners only. Here we get in touch with mums and grannies and get information from them which give us feedback from the actual users of our products. Brno gives us inspiration for our future production.

Milada Madejová, KENYO, spol. s r.o.:

From the very first day, Hall Z was full with end customers as well as wholesale representatives. We were visited in Brno by overwhelming majority of sales reps, our stand was also visited by many end customers. People did a lot of shopping at the fair, they were well informed about the goods and, furthermore, willing to pay more for high quality products.

Daniel Hradil, DARA BABY:

We were satisfied with ProDítě this year; right at our stand we held a number of business meetings. We are successful in Brno, we have been to the exhibition centre ten times. Our stand is always chock-a-block full.

Eva Němcová, Eva Němcová – Farmers:

The visit rate was very good. On top of that, people were coming with a vision in mind, they knew what they wanted to buy. The fair was good for us, traditionally. This year's fair was another success.

Ing. Lubomír Fiedler:

The visitors showed great interest in our goods and we are absolutely satisfied with our participation in the fair- it was definitely better for us than previous editions. We are a traditional exhibitor at the ProDítě fair, we were here for the first time in 1992.

Ing. Pavel Hanzal, Handy Praha s.r.o.:

I like that people come to the fair with a clear idea to see our new stroller collections, much more than in the previous editions. The Brno fair has also helped us make a price as well as opinion survey.

Blanka Nováková, PATRON Bohemia a.s.:

Our company has taken part in this fair on a regular basis since 2000. This year, the visit rate was high from the very first day. I think that the purchasing power of the visitor is better, too, but they do not come to buy just the cheapest strollers but they are mainly interested in ensuring safety for their babies and prefer paying more for quality goods with a nice design. This year's ProDítě really came off.

