

imbex

10th

Anniversary



The 10th Edition

Indonesia Maternity,
Baby & Kids Expo

30 Nov - 2 Dec 2018

Jakarta Convention Center



The 10th Edition

Indonesia Maternity, Baby & Kids Expo

Indonesia Maternity, Baby & Kids Expo also known as IMBEX; is **Indonesia's largest exhibition for maternity, baby & kids** products and services. The 10th edition will be held on **30 Nov - 2 Dec 2018** at Jakarta Convention Center, Hall A & B.

Showcasing hundreds of local and international brands, IMBEX is staged not only as business and trading platform but offers an exciting 3 days event filled with education and activities; **creating an unforgettable experience for the kids, babies, parents and others who visit.**



34.021

Attendees



229

Exhibiting Companies



11.760
sqm

Total Gross



5

Countries represented



more than
500

Brands Participated



78%

Will come to IMBEX next year



5 - 7
Hours

Visitor time spent



more than
USD 3,7 million

Transaction onsite



83%

Visitor Satisfaction



1.717

Retailers' Club Members



158

Media Coverage



International
(Japan, China, Korea, Taiwan, Thailand)



Exhibit Profile

Maternity

Maternity Fashion and Clothing | Maternity Bag | Maternity Underwear | Maternity Apparel and Accessories | Maternity Beauty and Slimming Breast and Feeding set | Cord blood storage/ Stem Cells



Baby

Skin Care & Baby Oil | Medical & Safety Products | Diapers | Toiletries and Hygiene Product | Baby Fashion and Clothing | Baby Footwear Apparel and Accessories | Healthy Food, Milk and Nutrition | Stroller, Carrier and Car Seats Toys, Educational & Learning Books and DVD



Kids

Kids Toys Product | Kids Fashion & Clothing | Apparel & Accessories | Education & Learning Products | Insurance, Saving & Education Investment Plan



Visitor Profile

Trade Visitor Profile

- Importers, Agents, Distributors
- Wholesalers, Retailers (Maternity, Baby and Children Stores, Departement Stores, Hypermarkets, Supermarkets, Convenience Stores, Online Outlets, E-Commerce etc)
- Indonesia (Jakarta, Bandung, Surabaya, Semarang, Medan, Palembang, Yogyakarta, Solo, Makassar, Balikpapan etc)

Public Demographic and Profile

- Parents-to-be, Parents, Families
- Age Group: 25-40 years old
- Mid – High Income Visitors
- Region: Jakarta, Bogor, Depok, Tangerang, Bekasi, Serang, Bandung etc

Why Visit?

- to **source** new product and innovative
- to **meet** new contact and build networks
- to **learn and compile** a competitive informations in products

Why Indonesia?

- Indonesia has the largest economy in South East Asia; 5th largest in Asia, 15th largest in the world.
- With a population totaling around 260 million individuals, Indonesia is the 4th most populous country in the world, with more than 53% of the population living in urban areas. 57% are from the middle class, with 7 million being added each year.
- The Indonesian economy expanded by 5.19 percent year-on-year in the fourth quarter of 2017.
- Consumer spending is projected to grow by 7.7% annually until 2030.
- In 2016, birth rate for Indonesia was 19.0 per 1,000 people.

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We Build Community to Grab Opportunities

IMBEX Business Club is a VIP community which consist of the active business players in maternity, baby and kids industry. The goal is to connect all the retailers, distributors or importers with exclusive brands that can be met at IMBEX in order to expand their networking and business activities in Indonesia.



Get VIP treatment such as:

- Direct access to Exhibition
- VIP badges and access to VIP lounge
- Exclusive meeting arrangement with Brands at IMBEX
- Be the first to find the most fitting products or services



Leading B2B platform
for maternity, baby & kids products
in Indonesia

Exhibit with us:

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Reed Panorama Exhibition (RPE) is a joint venture between the world's leading event organizer **Reed Exhibitions** and Indonesia's leading tourism, transportation, and hospitality group of companies, the **Panorama Group**. RPE aims to create professional, quality business to business platforms by working closely with relevant government agencies, industry partners, trade associations, venue owners, contractors, and customers, so as to deliver events for the industry by the industry.

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