

Malaysia's child, baby and maternity industry to witness exponential growth over coming years: free-to-attend industry seminar held in Kuala Lumpur to explore the business potential and marketing strategy for the industry

Kuala Lumpur – 11 October 2016 - According to Nielsen, Malaysia's population growth is expected to hit 34.9 million by the year 2025 with 25% of the total expected population representing newborns, infants and children. Coupled with Nielsen's latest Consumer Confidence Index of the Southeast Asia region at 110 points (compared to global average of 97 points) and rapid urbanisation, the children, baby and maternity industry is expected to see exponential growth creating a need for premium baby and maternity products. This growth would especially spur from the growing middle-class community. "Any parent would always want the best for their child, from the food they eat to the diapers they use. And they are willing to spend for it. Hence, for baby manufacturers, there's plenty at stake in the battle for baby bucks," observes Manisha Kinalekar, Director of Retailer Vertical for Nielsen Malaysia.

UBM Asia, organisers of CBME South East Asia, is pleased to present the industry a **FREE-to-attend seminar, 'How to Grow Your Baby Business', on Thursday, 20th October at MATRADE Exhibition & Convention Centre, Kuala Lumpur.** The seminar is organised in partnership with Baby Product Association of Malaysia (BPAM), and will bring together some leading industry professionals to share their valuable insights on various interesting topics which help retailers, distributors and manufacturers to explore their business opportunities in child, baby and maternity industry.

This trade seminar covers several sessions which include consumer behaviour change of new mothers in Malaysia, industry insights and predictions for the coming years, influence of e-commerce on the maternity and baby industry, 'new connected consumer' and its influence towards retail industry in the digital era. Seminar speakers include Manisha Kinalekar, Director of Retailer Vertical at Nielsen Malaysia, James Graham, Insight Director at Kantar Worldpanel, Paromeeta Mathur Banerjee, Director of Client Service Innovation and Product Development Lead at Kantar TNS Malaysia, and Jillian Tan, Account Manager at GFK. More information and free registration is available online at www.cbmesea.com/malaysia

The seminar is organised UBM Asia, organisers of CBME Southeast Asia – the region's only business-to-business trade event for the children, baby and maternity industry, in partnership with Baby Product Association of Malaysia (BPAM).

Seminar: "How to Grow Your Baby Business"
Date: 20 October 2016, Thursday
Time: 9.30am – 1.00pm
Venue: MATRADE Exhibition and Convention Centre, Hall A (Kuala Lumpur, Malaysia)

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Notes to editor:



About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 24 major cities with 32 offices and 1,300 staff.

With a track record spanning over 30 years, UBM Asia operates in 19 market sectors with 230 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 12 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Guzhou and Shenzhen, where we organise 90 events. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with 70 events in this region. UBM India teams in Mumbai, New Delhi, Bengaluru and Chennai organise over 20 events every year across the country.

UBM Asia was awarded 'Asia's Most Reliable Trade Show Organizer Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.



About Children Baby Maternity Industry Expo (CBME South East Asia)

www.cbmesea.com

Children Baby Maternity Industry Expo (CBME South East Asia) is the first trade exhibition catered exclusively to host professionals in baby, children and maternity products industry. This is the perfect venue for regional and international manufacturers, suppliers and distributors of maternity and baby care products including Toys, Educational Products, baby Carriages, Car Seats, Furniture, Clothing, Footwear, Accessories, Food and Healthcare Products to meet face-to-face and do business.