

NEPAL'S LARGEST EXHIBITION ON

KIDS FASHION, TOYS, PLAY EQUIPMENTS, MATERNITY ESSENTIALS, BABY CARE PRODUCTS,
HEALTH & NUTRITION, EARLY EDUCATION AND OTHER ALLIED SECTORS



Nepal
KIDS
& **MOTHERS**
EXPO 2024

28 **29** **30** **JUNE**

BHRIKUTI MANDAP EXHIBITION HALL
KATHMANDU

Empowering

PARENTHOOD

Enriching

CHILDHOOD



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ABOUT THE SHOW

NEPAL KIDS & MOTHERS EXPO 2024

NEPAL KIDS AND MOTHERS EXPO 2024 stands as a testament to the relentless spirit of exploration and growth. This event serves as a premier B2B networking platform where international exhibitors converge to tap into the exponential potential of the Nepal market. With a keen focus on fostering synergy between industry stakeholders and innovators, this expo presents an unprecedented opportunity to address the latent demands of the region.

The expo will provide a conducive environment for industries related to kids and maternity, including toys and play equipment, kids' fashion and accessories, maternity essentials, baby care and nursery products, health and nutrition, baby gear and travel accessories, eco-friendly and sustainable products, pre-post natal products and services, and several other allied sectors. By bringing together key players from these domains, the event offers a comprehensive platform for collaboration, innovation, and business growth.



NEPAL KIDS AND MOTHERS EXPO 2024 is set to be a remarkable international business-to-business (B2B) platform, offering a gateway for global exhibitors to tap into the rapidly growing Nepal market and address the unmet demands within the industry. Nepal's kids and maternity market has shown significant potential in recent years, while the baby care industry is still relatively niche, there is a palpable need to organize and develop this sector further. As the primary organizer, our mission is to nurture a cohesive ecosystem within this niche market, addressing the specific needs of parents, care givers and families.

It is important to note that the reach of Nepal's kids, maternity, and baby care market is predominantly concentrated in urban areas. Despite holding the majority of sales, these urban regions remain relatively under penetrated compared to their counterparts in western developed and developing markets. This exhibition seeks to address this gap and facilitate an environment for growth, expansion, and market penetration.

We invite all industry stakeholders, from manufacturers and suppliers to distributors and retailers, to participate actively in the **NEPAL KIDS AND MOTHERS EXPO 2024**. Whether you're a manufacturer, supplier, distributor, retailer, or a professional working in the domains of children, parenting, or maternity, **NEPAL KIDS AND MOTHERS EXPO 2024** presents a unique opportunity to showcase your offerings, engage with industry leaders, and become an integral part of a rapidly evolving sector. The expo promises to be a transformative event, offering insights, networking opportunities, and the potential to contribute to the exponentially growing market landscape in Nepal.

Nepal **KIDS** & **MOTHERS** **EXPO 2024**

ENCOMPASSES A WIDE RANGE OF INDUSTRIES AND PROFESSIONALS DEDICATED TO ENRICHING THE LIVES OF CHILDREN, PARENTS AND CARE GIVERS. THE EXPO BRINGS TOGETHER DIVERSE EXHIBITOR PROFILES, EACH CONTRIBUTING TO THE GROWTH, INNOVATION, AND HOLISTIC WELL-BEING OF THE KIDS AND MATERNITY SECTORS.

FOCUSED EXHIBITION ON

TOYS AND PLAY EQUIPMENT

Focused on play and learning, this segment features a diverse range of toys, games, and play equipment for children. Brands offering innovative, educational, and eco-friendly toys will find an enthusiastic audience among parents who prioritise their children's growth and entertainment.



KIDS FASHION AND ACCESSORIES

A vibrant segment dedicated to kids' fashion, this area showcases clothing, footwear, and accessories for children of all ages. From trendy styles to sustainable fashion, brands aiming to capture the attention of fashion-conscious parents and their children will excel here.

MATERNITY ESSENTIALS

Catering to expecting mothers, this segment focuses on showcasing a wide range of maternity essentials, from comfortable clothing to maternity skincare products. Brands specializing in maternity wear, pregnancy accessories, and wellness products will find a perfect platform to connect with their target audience.



PARENTING WORKSHOPS AND SERVICES

This segment provides a platform for experts in parenting and child development to offer workshops, seminars, and consultations. From lactation consultants to child psychologists, professionals can share their knowledge and provide valuable guidance to new and expecting parents.



BABY CARE AND NURSERY

This segment caters to parents seeking the best for their babies. It encompasses baby clothing, hygiene products, nursery furniture, bedding, and accessories. Brands offering innovative baby care solutions and creating safe and nurturing environments for infants will thrive in this segment.

EARLY CHILDHOOD EDUCATION

A vital area for parents, this segment hosts educational and developmental products for children aged 0-6 years. Early learning materials, interactive toys, cognitive development tools, and educational technology solutions find their place here, attracting parents keen on providing quality education from an early age.



HEALTH AND NUTRITION FOR CHILDREN

A critical area, this segment emphasises children's health and nutrition. Brands specialising in child-friendly nutritional products, vitamins, supplements, and wellness solutions will connect with health-conscious parents seeking the best for their kids.



BABY GEAR AND TRAVEL ACCESSORIES

Catering to families on the move, this segment showcases baby gear, strollers, car seats, travel accessories, and outdoor equipment. Brands offering convenience, safety, and comfort for families on various adventures will shine here.



INTERACTIVE ENTERTAINMENT AND WORKSHOPS

Encompassing interactive entertainment and engaging workshops, this segment brings together entertainers, performers, and educators specialising in children's entertainment. From magic shows and puppetry to art and science workshops, this area offers families opportunities for entertainment and learning.

PARENTING RESOURCES AND SERVICES

A comprehensive segment offering parenting resources, services, and support networks. Parenting communities, support groups, online resources, and apps aiming to simplify parenting challenges and connect parents will find their place in this area.



MATERNITY AND BABY PHOTOGRAPHY

This segment highlights photography services tailored to capturing precious moments during maternity and infancy. Photographers specialising in maternity shoots, newborn photography, and family portraits will engage with families eager to create lasting memories.



WHY YOU SHOULD

INVEST IN NEPAL'S KIDS

& MATERNITY INDUSTRY

Investing in **NEPAL'S KIDS AND MATERNITY INDUSTRY** offers a plethora of compelling reasons that extend beyond traditional business considerations. This industry is not only driven by financial potential but also holds the power to make a positive impact on society, families, and the future generation. Here are key insights driven by a range of factors that make it an attractive proposition for both local and international investors to invest in Nepal's rapidly evolving kids and maternity sector:

RAPIDLY GROWING MARKET POTENTIAL:

Nepal's kids and maternity market has demonstrated consistent growth in recent years. As urbanization increases and awareness about quality childcare and maternal well-being rises, the demand for innovative products and services is on the upswing. Capitalizing on this upward trajectory can lead to substantial returns on investment.



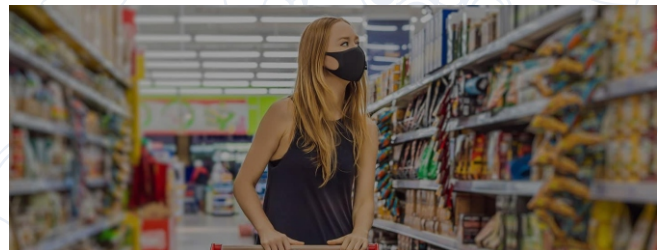
NICHE INDUSTRY WITH ROOM FOR INNOVATION:

While the kids and maternity industry is gaining traction, there's still ample room for innovation and development. Investing in this niche space allows for the creation of unique and specialized products, services, and solutions that cater to the specific needs of parents, care givers, and families.



CHANGING LIFESTYLES AND PREFERENCES:

Evolving lifestyles and preferences have reshaped the parenting landscape. With an increasing emphasis on eco-friendly and sustainable choices, technology-driven solutions, and holistic well-being, investors have the opportunity to introduce offerings aligned with modern parenting values.



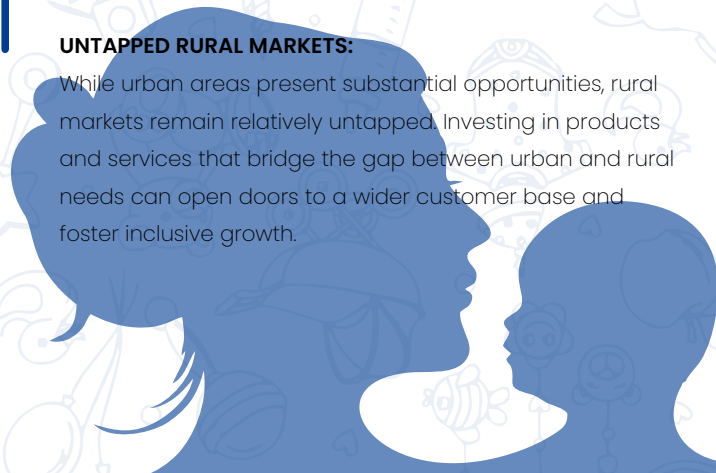
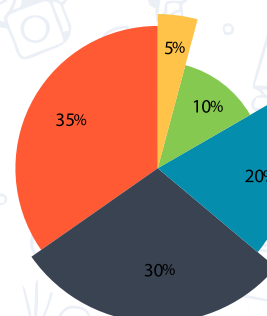
RISING DISPOSABLE INCOME:

A rising middle class in Nepal has led to increased disposable income among families. This financial capacity translates into a willingness to invest in premium kids' products, educational resources, maternity essentials, and health and wellness solutions, creating a conducive environment for profitable investment.



UNTAPPED RURAL MARKETS:

While urban areas present substantial opportunities, rural markets remain relatively untapped. Investing in products and services that bridge the gap between urban and rural needs can open doors to a wider customer base and foster inclusive growth.



EDUCATIONAL AND TECHNOLOGICAL ADVANCEMENTS:

The convergence of education and technology is redefining how children learn and grow. Investing in educational apps, online platforms, and interactive tools that enhance early childhood development can position investors as catalysts of positive change.



ESTABLISHING MARKET LEADERSHIP:

Early investment in a growing industry allows for market leadership to be established. By becoming a pioneer in the kids and maternity sector, investors can shape industry trends, set standards, and build a strong brand presence that resonates with consumers.



COLLABORATIONS AND PARTNERSHIPS:

Investing in the kids and maternity industry creates opportunities for collaborations and partnerships with local businesses, manufacturers, suppliers, and international experts. These partnerships can lead to knowledge exchange, technology transfer, and the development of a robust ecosystem.



IMPACTFUL RETURNS ON SOCIAL AND ECONOMIC LEVELS:

Beyond financial gains, investing in the kids and maternity sector has a lasting impact on society and the economy. By contributing to the well-being of children, parents, and care givers, investors positively influence the fabric of society while driving economic growth through job creation and innovation.



Investing in **NEPAL'S KIDS AND MATERNITY INDUSTRY** is a strategic move that aligns with growth, innovation, and ethical considerations. This industry holds the potential to yield substantial financial returns while simultaneously contributing to the betterment of families, communities, and the nation. The Nepal Kids and Mothers Expo 2024 presents a unique opportunity to explore the industry's potential, connect with stakeholders, and embark on a journey of investment that makes a lasting impact.



WHO SHOULD PARTICIPATE IN NEPAL KIDS & MOTHERS EXPO 2024

EXHIBITOR PROFILE

NEPAL KIDS AND MOTHERS EXPO 2024, is a convergence point for a diverse range of professionals and businesses. The expo welcomes a wide spectrum of participants who are committed to shaping the future of kids' and maternity industries. Whether you're a manufacturer, a tech innovator, an educator, or an advocate, this event offers an avenue to engage, exhibit, and contribute to the advancement of this dynamic sector. Your participation can lead to collaborations, partnerships, and insights that will define the trajectory of the industry in Nepal and beyond.

MANUFACTURERS AND SUPPLIERS

If you're at the forefront of creating products that cater to kids, parents, and care givers, this expo provides the perfect avenue to showcase your offerings. Whether it's imaginative toys, fashionable kids' accessories, innovative maternity essentials, eco-friendly baby care products, or cutting-edge health and nutrition solutions, your presence at this expo will connect you with a captive audience eager to explore what you have to offer.



TECHNOLOGY INNOVATORS

In a digitally-driven world, technology is revolutionizing the kids and maternity industry. If you're developing applications, software, gadgets, or tools that enhance parenting experiences, facilitate child education, or provide maternity care solutions, this expo is the platform to demonstrate how your innovations can positively impact lives.



EDUCATIONAL INSTITUTIONS

Early education is pivotal in shaping young minds. Educational institutions, preschools, and academies offering early childhood education programs can showcase their methodologies, resources, and approaches that contribute to the holistic development of children.



HEALTHCARE PROFESSIONALS AND NUTRITIONISTS

The health and well-being of mothers and children are paramount. Healthcare providers, nutritionists, and wellness experts can present their services, products, and insights that promote a healthy and nurturing environment for families.



FASHION AND LIFESTYLE BRANDS

For those in the realm of kids' fashion, lifestyle, and accessories, this expo provides a canvas to display your creativity. Your brand can shine through innovative designs, trends, and products that reflect the style preferences of children and parents alike.



ENTREPRENEURS AND STARTUPS

Startups and budding entrepreneurs with fresh ideas for kids and maternity industries can seize this opportunity to introduce their innovations. Whether it's a unique product or a disruptive service, exhibiting at the expo can generate exposure, partnerships, and investments.



ADVOCACY ORGANISATIONS

Advocacy groups and organisations championing children's rights, maternity care, and family welfare can utilise this platform to raise awareness, network with like-minded individuals, and collaborate with businesses that share the same values.



FRANCHISE PROVIDERS

For those offering franchise opportunities within the kids and maternity sector, the expo allows you to connect with potential franchisees interested in joining your network and contributing to the industry's growth.



INVESTORS AND VENTURE CAPITALISTS

Investors seeking promising opportunities in the kids and maternity sector can scout for startups, innovations, and businesses poised for growth. The expo offers a platform to evaluate potential ventures and establish connections with industry disruptors.

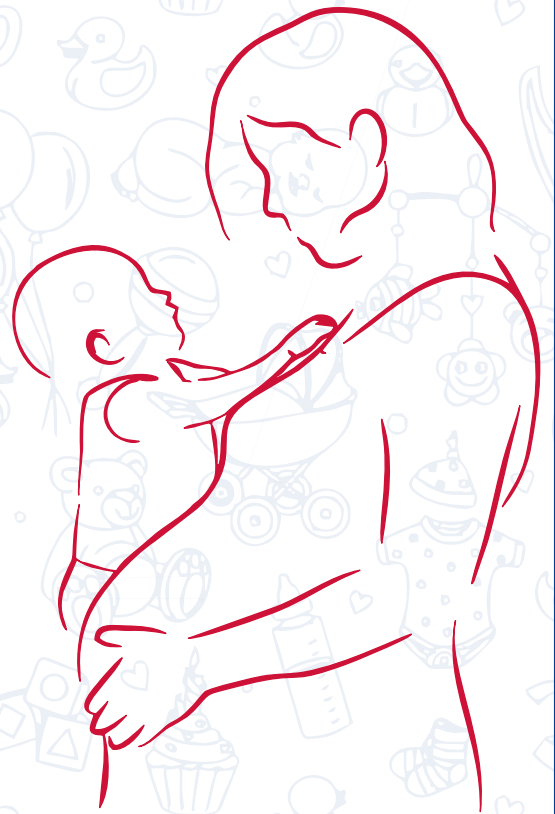


WHO WILL BE VISITING NEPAL KIDS AND MOTHERS EXPO 2024

THE NEPAL KIDS AND MOTHERS EXPO 2024 is set to attract a diverse and dynamic audience representing various segments of the industry. With its comprehensive range of offerings spanning kids' fashion, toys, maternity essentials, early education, health, and more, the expo draws professionals and individuals with a shared passion for nurturing and enhancing the lives of children and families. Here's a glimpse into the visitor profile:

VISITOR PROFILE

- **RETAILERS & DISTRIBUTORS**
- **PARENTS & CAREGIVERS**
- **EXPECTING PARENTS**
- **EDUCATORS, TEACHERS & SCHOOLS**
- **HEALTHCARE PROVIDERS**
- **FASHION & LIFESTYLE ENTHUSIASTS**
- **INTERIOR DESIGNERS & ARCHITECTS**
- **ENTREPRENEURS & STARTUPS**
- **SOCIAL WORKERS & ADVOCATES**
- **COMMUNITY LEADERS**
- **INVESTORS & DECISION MAKERS**
- **MEDIA & PRESS**
- **GENERAL PUBLIC**



FOCUSED SEGMENTS



**TOYS & PLAYING
EQUIPMENT**



**MATERNITY
ESSENTIALS**



**PARENTING WORKSHOP
& SERVICES**



**BABY GEAR &
TRAVEL ACCESSORIES**



**KIDS FASHION &
ACCESSORIES**



HEALTH & NUTRITION



**BABY CARE &
NURSERY**



**EARLY CHILDHOOD
EDUCATION**

ABOUT THE ORGANIZERS



EVENTAGE TRADE FAIR & EVENTS PVT. LTD. is a new generation exhibition company which brings in fresh perspectives on opportunity creation through exhibitions. We seek to create business events which cater to the needs of both new age startups based on technology as well as traditional industries. Team Eventage is set to transform the way B2B exhibitions are perceived. Our portfolio of events include B2B exhibitions, global trade shows, summits, forums, buyer-seller meetings, and inbound & outbound trade missions across the globe to create trade and investment opportunities. Founded by the visionary team of industry experts with over two decades of rich experience in B2B exhibitions, Business Events and Publications across industry segments globally.



MEDIA SPACE SOLUTION PVT. LTD. is a pioneering force in Nepal's commercial tradeshow landscape. As the premier organiser of exhibitions and conferences, Media Space stands as the largest platform in Nepal, showcasing a diverse spectrum of industries including construction, wood, infrastructure, engineering, agriculture, poultry, food processing, plastic, printing, and packaging, among others.

Our expertise lies not only in organising remarkable trade shows but also in crafting immersive experiences that transcend borders. With a global marketing network, local insights, and unparalleled organisational skills, we curate trade exhibitions that consistently meet the highest international standards, attracting a discerning audience of qualified visitors.

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