

# 愛BABY

## 親子博覽

### 2nd Mom & Baby Expo

**Dates:** 2019/6/7-9 (FRI-SUN)  
**Venue:** HK Convention and Exhibition Centre, Hall 3  
**Time:** 10am-8pm  
**Ticket:** \$30 (free for 65 years and above)

Concurrent Exhibition

健康博覽  
13th HEALTH EXPO 2019

Organizer:

凌速博覽  
IN EXPRESS EXPO

Associate Organizer:

HKCE&MIA  
香港孕婴童業協會

The 2nd Mom & Baby Expo is going to be a celebration for new moms, moms-to-be, babies and families in town. There will be a lot to learn about all the wonderful resources, services and products available to moms-to-be and moms to have a healthy pregnancy, birth and new parenting experience!



## MAJOR EXHIBITION AREAS

- Children, Babies and Maternity products
- Baby Toys
- Fun & Play Activities



**TARGET VISITORS:**  
Parents-to-be & Parents

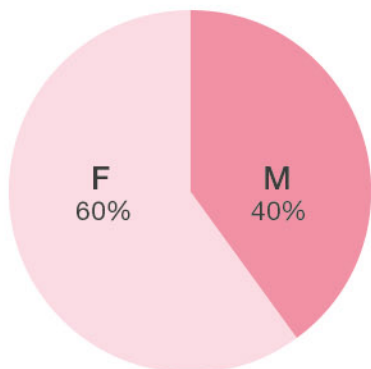


# 2018 MOM & BABY EXPO REVIEW

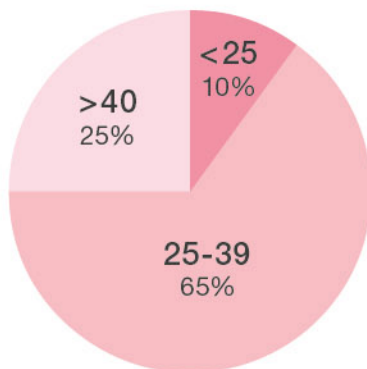


# 2018 MOM & BABY EXPO VISITOR PROFILE

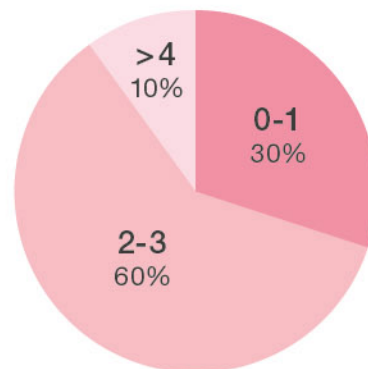
**Gender**



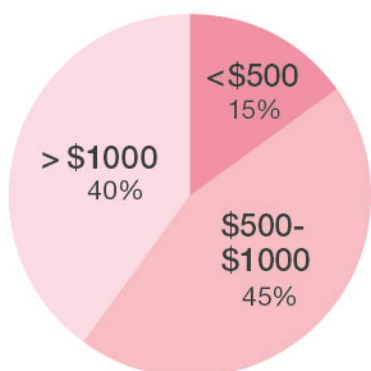
**Age**



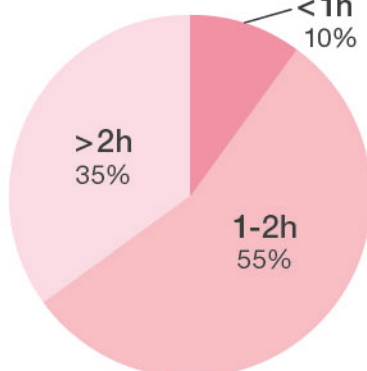
**Age of child**



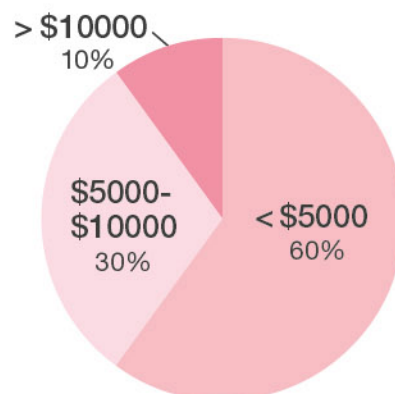
**Spending (HK\$)**



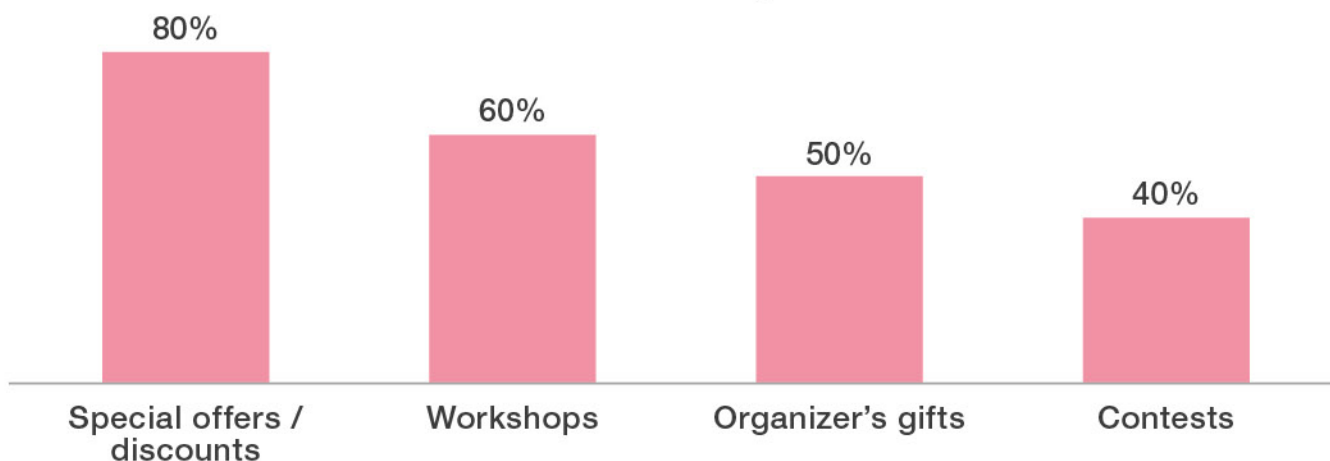
**Length of stay (hour)**



**Average monthly spending on baby**



**Attracted by**



## Promotions

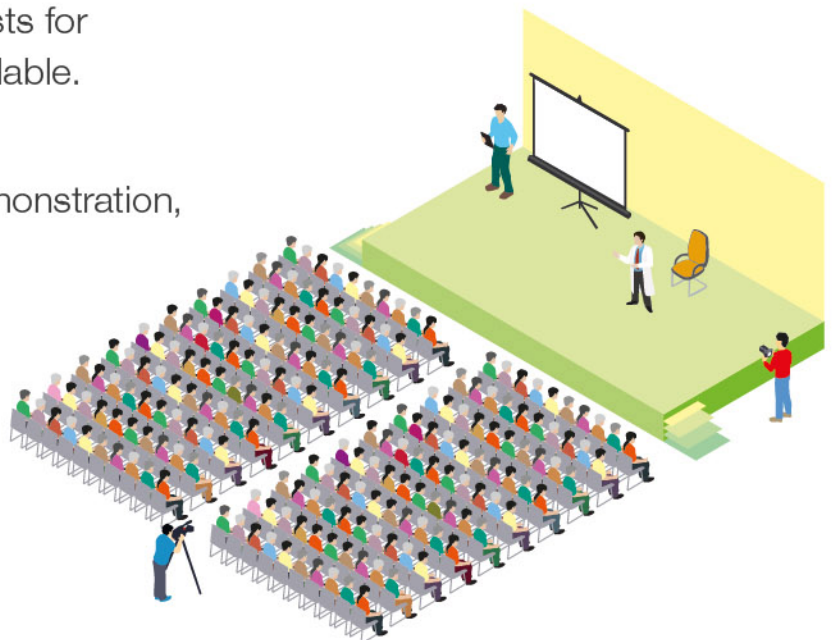
- TV and Radio
- Print Media
- Network / Social Media
- Public Relation Activities
- Complimentary Tickets



## Workshop:

8 to 10 sessions per day, each lasts for 30 minutes. Around 80 seats available.

Workshop is suitable for holding product/service presentation, demonstration, interactive activities etc.



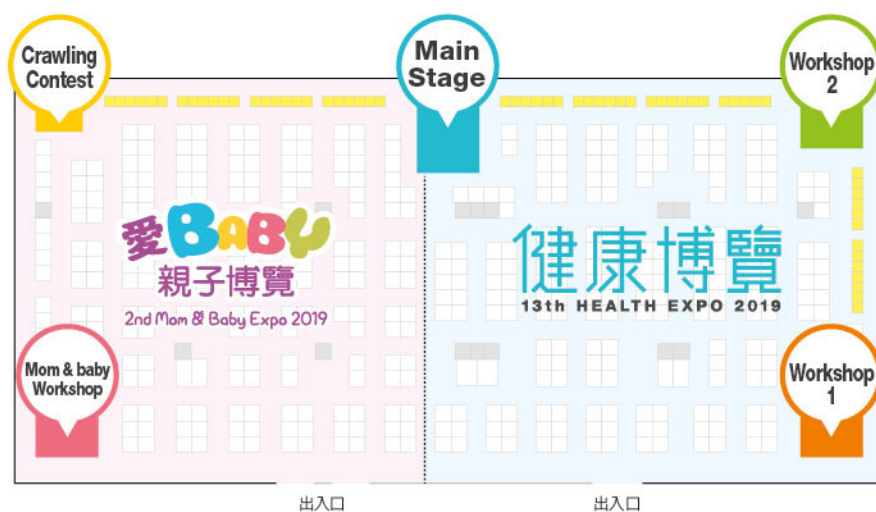
## Highlights

- **Competitions:**
  - Smart Babies' Quest
  - Crawling Contest
- **Discount Coupons**
- **Talks, workshops and consultations on baby care and pregnancy and etc.**



## Range of Exhibits

- Maternity Food / Products
- Baby / Kid Food & Drink
- Baby Care & Products
- Baby Toys & Activities
- Baby / Kid Wears
- Baby / Kid Health Products & Services
- Early Childhood Education / Interest Classes
- Others



HK Convention and Exhibition Centre, Hall 3

## ORGANIZER



### About the Organizer

In Express Expo Limited was established in 2000 with its focus in exhibition and event organization. IEE is best known for organizing the mega-scaled public exhibition Ani-Com & Games Hong Kong which is world famous for its success. Exhibitors include international leading brands of animation, comics, games and toys that attract hundreds of thousands of visitors every year.

For the trade sector, we have SISTERS BeautyPro Trade Fair for the professional beauty industry. SBPTF is held biannually in May and September.

In 2016, In Express Expo became the Organizer of the 10th Health Expo.

Our objective is to promote the concept of healthy living to the middle aged and senior groups through a range of exhibits in health technology, healthy lifestyle and nutrition, organic life, medicine, rehabilitation and physical fitness etc. This B2C expo will bring the exhibitors and visitors together for a meaningful exchange of knowledge, needs and ideas in all aspects of a healthy life.

## 凌速博覽

IN EXPRESS EXPO

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\*The Organizer reserves the right to amend, revise or delete the information.  
In case of any dispute, the Organizer reserves the right of final decision and interpretation.