



PRESS RELEASE

## Babycool Paris transforms into the first European Professional Baby and Toddler Trade Show

**Paris, 27th november 2018** - *After a 15 years experience in childcare, Babycool Paris leaves its comfort zone and creates the biggest and most influential b2b trade fair dedicated to maternity, paternity and early childhood, from birth to age 3.*

It is still in Paris (the dates and the place will be communicated very soon) that will take place this original event. Its ambition: to breathe new life into the world of babies and toddlers through a more dynamic model that meets the requirements of a market open to all distribution channels and all consumption and communication modes.

Babycool Paris will host 4 different worlds:

1. The **childcare** village (including textiles)
2. The **early childhood** village (nurseries and communities)
3. The **awakening games / toys** village
4. The **nutrition** (including the organic segment and sustainable agriculture) and **well-being** village.

The idea of bringing together in a single trade show all the themes related to the toddler sector was born very spontaneously within the Babycool Paris team after a simple and unequivocal observation. To date, there is no reference event on the subject that gives a clear idea of distribution channels, suppliers and manufacturers, consumption habits and even future trends. We are talking here about an extremely prosperous market valued at several hundreds of millions of euros, which needs a positive, dynamic and federating event and will arouse the curiosity of big buyers.

In order to offer a high quality professional meeting, Babycool Paris launches two new awards:

- **The Made in France 'Coup de Coeur' Award**
- **The Eco-Design Award.**

The first one will be the ideal relay for French products and their manufacturers who have chosen to localize the production.

And the second one is a hat-trick for designers who, every day, look for solutions and innovate to make goods and packaging greener and more sustainable.

We want to let them know that we approve their approach.

The Babycool Paris trade show will be full of news and meetings, but the work of the team does not stop there. We are developing in parallel a consumer-oriented project dedicated to families. A unique event...

For more information : [babycoolparis.com](http://babycoolparis.com)

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