

2024

August 05-07

- Organizer: CHAOYU EXPO
- Co-organizer: PERAGA EXPO

Indonesia International Baby Products & Toys Expo

- Date: August 05-07, 2024
- Venue: Hall B, Jakarta International Expo (JIExpo)



10,000m²+
Exhibition Area



500+
Global Exhibitor



15,000+
Visitor



100,000+
Visitor Database

- Indonesia's Largest and Most Influential Event for Baby Products & Toys Industry



- Part of Baby Products & Toys Buyers



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● Exhibits Categories

Toys Pavilion: electric toys, wooden toys, plastic toys, children's intelligence toys, assembling toys, remote control toys, electronic games, multimedia games, table games, plush toys, children's sports equipment, children's electric vehicles, children's bicycles, etc.

Baby Products Pavilion : strollers, baby carriers, baby walkers, baby dining chairs, baby safety maintenance facilities, baby care appliances, baby bottles, pacifiers, baby care supplies, car seats, baby sleeping bags, baby bassinets, diapers, baby wipes, children's furniture, children's home textiles, etc.

Amusement Pavilion: indoor and outdoor children's playgrounds, trampolines, motion picture equipment, electronic game machines, analogue machines, puzzle and entertainment equipment, etc.

Stationery Pavilion: student stationery, school supplies, sporting goods, teaching aids, office stationery, office furniture, office solutions, paper products and printed materials, art materials and DIY, printing technology, consumables and electronic peripherals, etc.

Toy Accessories and Machinery Pavilion: toy accessories, packaging materials, toy processing equipment, packaging machinery, printing equipment, intelligent equipment and system integration, etc.



● Omni-directional Invitation, Multi-channel development, Multi-dimensional promotion

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| <p>✓ 1. E-mail
Big data marketing, targeted precision marketing by e-mail, SMS and EDM</p> <p>✓ 2. Social Media and Online Media Promotion
Continuous publicity and exposure on official websites, new mediasocial media and WeChat</p> <p>✓ 3. Professional Wholesale Markets Invitation
Baby products and toys professional market visits and group visit</p> <p>✓ 4. Network Media Promotion
Deep cooperation with professional media, mass media, financial media, industry magazines and we-media</p> | <p>✓ 5. Direct Invitation from Call Centres
Call centers, professional buyer teams for 1V1 precise invitations</p> <p>✓ 6. Industry Associations Promotion
Deep cooperation with associations and chambers of commerce; Invite government and enterprise organizations</p> <p>✓ 7. Offline Interview
Strong exposure of offline activities, and onsite interviews for real-time publicity</p> <p>✓ 8. Outdoor Advertising
Physical outdoor advertising display in professional markets, supermarkets, etc</p> |
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● Venue Overview



Jakarta International Expo (JIExpo) is located in central Jakarta, approximately one hour away from Jakarta International Airport. Jakarta International Expo (JIExpo) covers an area of 44 hectares, with an internal exhibition space of 80000 square meters.

● Standard Booth Configuration

9 m shelving rack, 2 spotlights, 3 fluorescent lights, fascia board, carpet, 1 table, 3 chairs, 1 information counter, 1 220V socket, 1 rubbish bin.

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CHAOYU EXPO

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Member