

# 2023 IBTE Indonesia Exhibition Report

2023 Jakarta International Expo(JIEXPO)

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



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# Part One Exhibition Overview

## INFORMATION OF EXHIBITION

Exhibition

International Baby Products & Toys Expo

Date

24-26, August 2023

Venue

Hall B1-2,C1-2 Jakarta International Expo(JIExpo )

Area

10,000m<sup>2</sup>

Buyers

34,135

Social Media  
Promotion

100+



# 一、展会整体概况

## 品牌展商



Ningbo Youbei Bicycle Co.,Ltd



BanBao Co.,Ltd



Tai Xing Yuan Industrial Co.,Ltd



Wingart (Heyuan) E-commerce Co., Ltd



Shantou Maxland Trading Co., Ltd.



Huastar Technology Development Co.,LTD



Hang Wing Plastic Industry Co.,Ltd



PT. SATYA NEO ENERGY



## Exhibits-Baby Products



## Exhibits-Toys





## Exhibits-Fireworks/stationery





## ON-SITE ACTIVITY



## ON-SITE ACTIVITY







# Part Two

# Site Review

## Opening Ceremony





## VIP TOUR



## Buyer Summit Forum





## ON-SITE ACTIVITY



## ON-SITE ACTIVITY



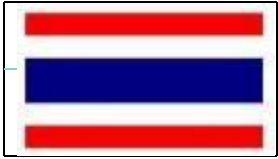


## BUYERS: 34,135\*



Number of three exhibitions (IBTE, IGHE, IEAE)

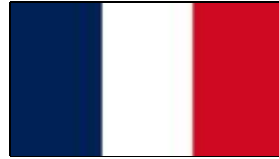
## Buyers from Different Countries



Thailand



Afghanistan



French



Chile



Philippine



Vietnam



Turkey



Malaysia



Japan



Indonesia



Iraqi



China



Argentina



South Korea



German



Brune



Australia



America



Canada



Singapore



Russia



Italy



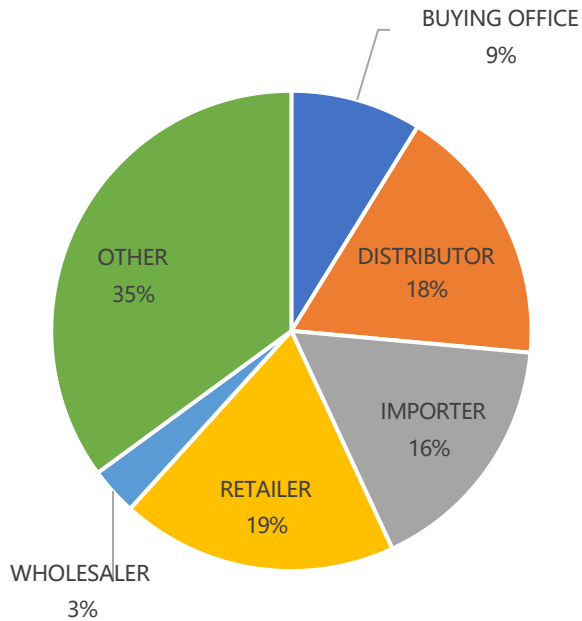
Austrian



India

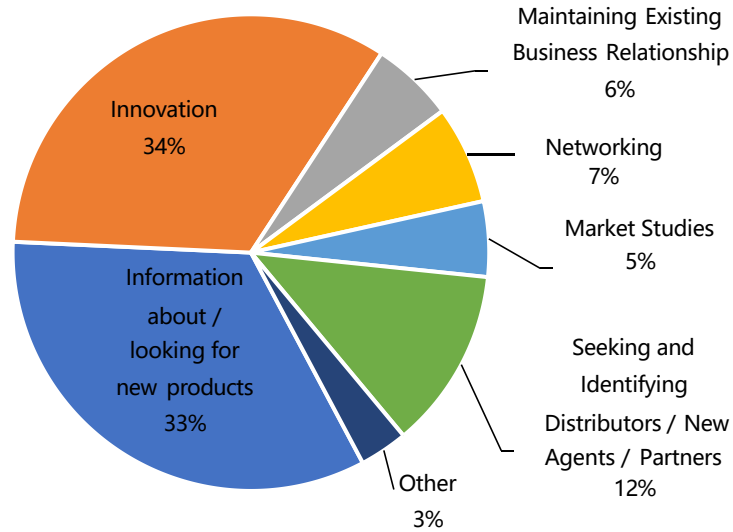
# Site Review-Sample Survey of the Audience

What is the main activity of your Company?



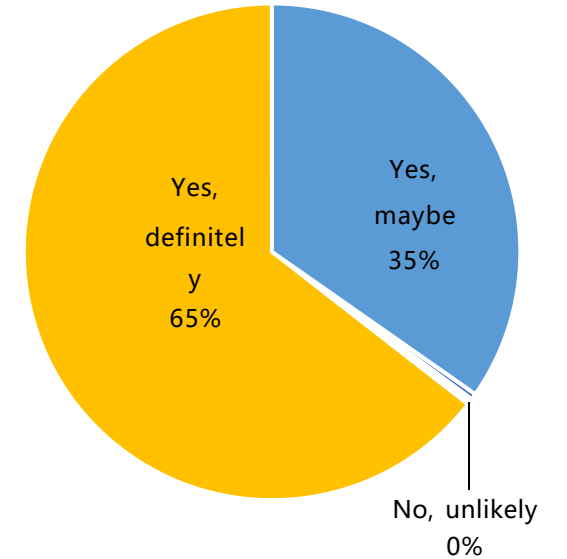
- BUYING OFFICE
- DISTRIBUTOR
- IMPORTER
- RETAILER
- WHOLESALE
- OTHER

What were your company's objectives in visiting the show 2023 and to what extent did you achieve your goals?



- Information about / looking for new products
- Innovation
- Maintaining Existing Business Relationship
- Networking
- Market Studies
- Seeking and Identifying Distributors / New Agents / Partners
- Other

Will you come again to the next year exhibition?



- No, unlikely
- Yes, definitely
- Yes, maybe



# Part Three

## Part of Buyer Introduction



# Part of Buyer Introduction





<b>Company Name</b>	<b>WALT DISNEY</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Brands, Retailers
<b>Company Profile</b>	The Walt Disney Company, or DISNEY for short, is a major multinational corporation headquartered in Burbank, USA. The Walt Disney Company (DISNEY) is a large multinational corporation headquartered in Burbank, USA. Disney has now established a subsidiary in Indonesia, and the company's main businesses include entertainment programming, theme parks, toys, books, video games and media networks.
<b>Main Product</b>	Toys, baby products



<b>Company Name</b>	Toys Kingdom
<b>Country</b>	Indonesia
<b>Nature of business</b>	Retailers
<b>Company Profile</b>	Toys Kingdom is a renowned toy chain brand under the Changyou Group. With over 50 stores in 11 cities in Indonesia, Toys Kingdom offers a wide range of family games, toys and baby products (including the world's top brands) for infants, teenagers and adults.
<b>Main Product</b>	Toys, baby products



# Part of Buyer Introduction



<b>Company Name</b>	<b>Multi Toys</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Importers, retailers
<b>Company Profile</b>	Multi Toys is one of the largest toy importers and retailers in Indonesia, having been established for almost a decade. Multi Toys is one of the largest toy importers and retailers in Indonesia, having been established for nearly a decade. Multi Toys has branches in major cities in Indonesia such as Jakarta, Bandung, Surabaya and Medan, Surabaya and Medan. As one of the most famous toy importers and retailers in Indonesia, Barnds Hot Toys, Bandai, Good Smile Barnds Hot Toys, Bandai, Good Smile, Kotobukiya, Square Enix, and Beast Kingdom. Beast Kingdom. Mainly specializes in handmade dolls, trendy toys and other.
<b>Main Product</b>	Toys, baby products



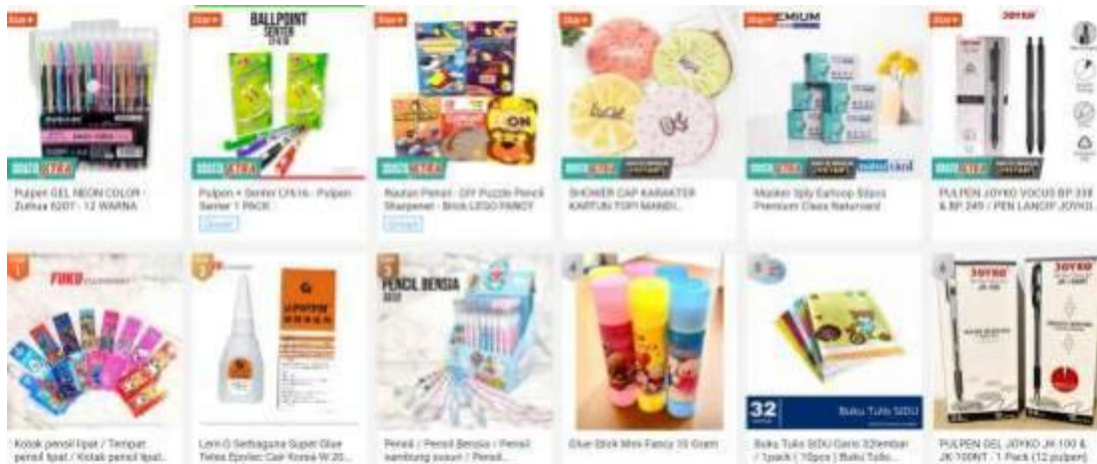
<b>Company Name</b>	<b>Toys City</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Retailer
<b>Company Profile</b>	Toys City is a leading toy retailer in Indonesia, with dozens of integrated toy retail stores in major cities across the country, selling world-renowned brands such as Mattel, Lego, Hasbro and Bandai, as well as its own toy brands.
<b>Main Product</b>	Toys



<b>Company Name</b>	<b>Fun World</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Theme parks
<b>Company Profile</b>	Since Fun World was established in Jakarta in 1983, there are now more than 100 theme parks in all major cities in Indonesia. As a pioneer in Indonesia's amusement park and family fun industry, Fun World has always provided Indonesian families with the latest games, friendly service and the safest and most comfortable entertainment environment.
<b>Main Product</b>	Indoor amusement parks, water parks, amusement parks



**FUKU** STATIONERY



<b>Company Name</b>	<b>FUKU Stationery</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Retailer
<b>Company Profile</b>	Indonesia's leading stationery retailer with a wide range of products including student stationery, office stationery, gifts, souvenirs and more.
<b>Main Product</b>	Student stationery, office stationery, gifts and souvenirs

# Part of Buyer Introduction



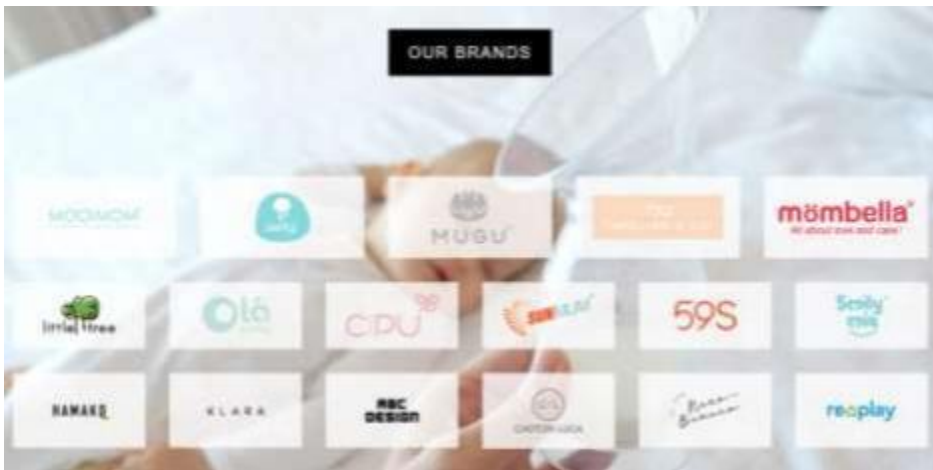
<b>Company Name</b>	<b>KANMO GROUP</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Retailer
<b>Company Profile</b>	<p>KANMO GROUP is one of Indonesia's leading retail groups, established in 2005 and listed on the Indonesia Stock Exchange in September this year under the ticker symbol BABY.It owns Early Learning Center, Justice, Kids' Clothing, and BABY, a children's education brand.</p>
<b>Main Product</b>	Baby clothes, baby products, mother and child care products

MOMAMI



<b>Company Name</b>	<b>MOMAMI</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Retailer
<b>Company Profile</b>	MOMAMI is a mother and baby retailer under the Kanmo Group, one of Indonesia's leading retail groups. Baby diapers, baby wipes, and baby care products are its best-selling product lines.
<b>Main Product</b>	All kinds of baby products, mother and child care products



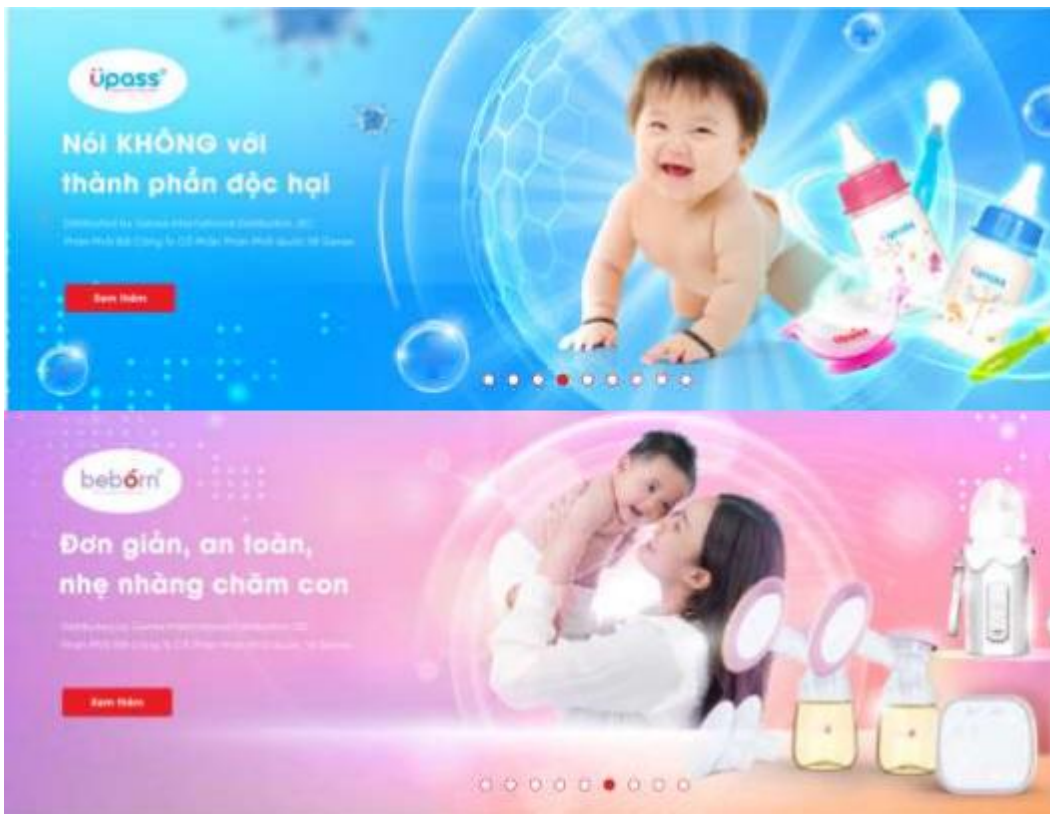


<b>Company Name</b>	<b>TNP Group</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Retailers, Brands
<b>Company Profile</b>	Established in 2012, TNP Group has more than 20 brands and over 50 online and brick-and-mortar channels covering Indonesia, Australia, Singapore, Vietnam, Taiwan and China, selling a wide range of high quality baby and children's products. In recent years, the company has been growing rapidly.
<b>Main Product</b>	Baby clothes, baby products, maternity products

# Part of Buyer Introduction



<b>Company Name</b>	<b>PT.Babybee Indonesia</b>
<b>Country</b>	Indonesia
<b>Nature of business</b>	Brands, Offline Retailers, E-commerce
<b>Company Profile</b>	Babybee is an Indonesian baby brand committed to providing a healthy life for babies, with a total of four brands, providing products and services for babies of all ages, and in recent years has successfully distributed its branded products through online shopping centers and major e-commerce platforms, which have gained popularity among consumers.
<b>Main Product</b>	Baby toiletries, baby products



<b>Company Name</b>	<b>GENEX</b>
<b>Country</b>	Vietnam
<b>Nature of business</b>	Distributors, retailers
<b>Company Profile</b>	<p>GENEX is a retailer in Vietnam specializing in safe, quality products for children</p> <p>GENEX is a retailer specializing in safe, high-quality products for children in Vietnam. In the spirit of continuous improvement and with the goal of expanding its reach, the company changed its name to GENEX International Distribution Co. in 2017. Today, GENEX is now one of the leading distributors of mother and baby products in Vietnam as well as in countries in the ASEAN, Australia and New Zealand regions.</p>
<b>Main Product</b>	Mother and baby products, baby care products





# Part Four

## Marketing Promotion

## Call Center



## Newspaper





## Online media promotion (pre-show)



## Online Media Promotion (In Progress)



## Official Website Promotion

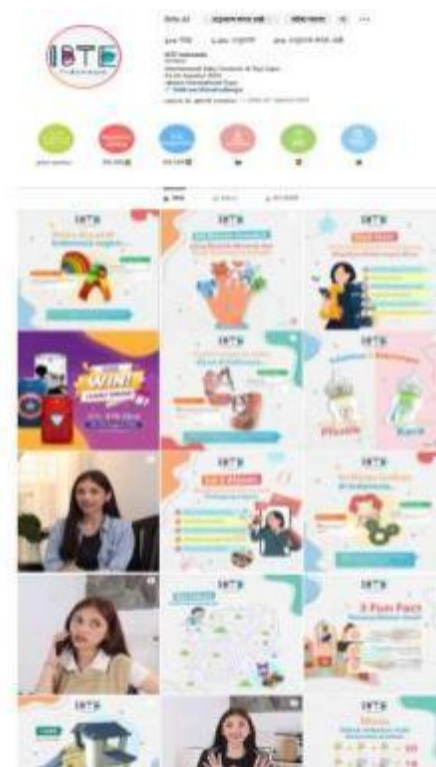
- website: [www.ibte.co.id](http://www.ibte.co.id)





## Social Media

- Instagram: @ibte.id



## Business Association Groups



## Outdoor Advertising





## Exhibitor Comments

1. Guangdong Lepusheng Stationery Co., Ltd  
Main products: correction tape, neutralizer pen  
This time I came over to recognize some local head stationery brands, agents, and also to some wholesalers. Our brand reputation in the country is excellent, I am very confident in our products. After going back, we can have further communication, and the effect of the three days of the exhibition is very remarkable.

2. Hang Wing Plastic Industry Co., Ltd  
Main products: PP folders, file folders, etc.  
We are the second time to come over to Indonesia, think Indonesia is a lot of room for development, but also really feel the potential of the Southeast Asian market over here.

3. Hunan Panda Fireworks Co., Ltd  
Main products: Fireworks  
Our company was established in 1989, the products are exported to various countries and regions, and have been exported to Southeast Asia before. We feel that Indonesia, and even the whole Southeast Asia market is a booming state, we came here to meet a lot of customers, and I hope that next year when we come over to have better results.

4. Guangdong Weida Intelligent Equipment Co., Ltd  
Main products: toy machinery and ancillary equipment  
Our products are unique in the whole exhibition, the company mainly promotes the toy machinery and ancillary equipment. We attracted a lot of customers at the exhibition site. We also found a lot of partners on the spot, and will continue to contact more customers through the exhibition in Indonesia.

## 5. SHANTOU TAI XING YUAN TRADING CO.,LTD

Main Products: Toys

This exhibition brought a lot of products from our company like electric dinosaurs in Indonesia also received a lot of inquiries. This time we came over not only to meet a lot of old friends but also to make a lot of new friends. We are very confident in the Indonesian market, so we come to the show every year, and every year in the same location, Thanks to Chaoyu Expo make we have this opportunity.

## 6. BanBao Co.,Ltd

Main Products: Toys

This is the first time we came to Indonesia to exhibit after the covid, and we brought you a series of our regular and technological products. Through Aquaspace's exhibition, we have also connected with many customers. I feel that everyone is very enthusiastic about this exhibition in Indonesia, and the buyers who came here are all very professional, and there are many channel partners as well. It was a very fruitful show.

## 7. Guangdong BAOLI Cultural Development Co.,Ltd

Main products: Music educational toys

Our company mainly focuses on educational products, musical toys, with 22 years of experience, we are very fortunate to be able to participate in this exhibition, we have a lot of expectations for this time, and we have gained a lot of positive results. We hope to enhance our brand image through this exhibition and enter the Southeast Asian market through the Indonesia track.

## 8.SHANTOU QILONG TOYS CO.,LTD.

Main Products: Toys

We are a toy manufacturer specializing in remote control toys, electric toys and outdoor toys. This time, we had a great harvest in Indonesia. There are a lot of buyers and offline wholesalers and retailers have a very good docking with us, and we hope to meet again in Indonesia next year.



# Buyer Comments

## 1. PT. MULIA VISI GRASINDO

**Main products:** baby products

I see a lot of good products here. Nowadays, Indonesian people have a higher and higher standard of living. The quality of Chinese products has always been very good, and as a retailer, I usually come into contact with customers who find Chinese products more trustworthy. I have already found a few products and I am delighted with them.

## 2. TOYS KINGDOM

**Main products:** All kinds of toys

We come to this show every year to look for suitable suppliers, and this time the show is out of my expectation, I feel the scale is very big. Especially for toys, there are a lot of styles and novelty, and all kinds of toys can be found.

## 3. PT Mutiara Timur Derkasa

**Main Products:** All kinds of products

I would like to find some new and innovative products at the show. As an individual retailer, I would like to know what is trending in the market right now, and there are a lot of products that I would like to source, whether it's toys or baby products. China's products are always very up-to-date and can better help us choose where to buy.

## 4. FUKU STATIONARY

**Main products:** Stationery

When I first learned about this show from Facebook, I thought there were only baby products, but I saw a lot of stationery. Our company is a stationery retailer, so we wanted to come here to have a look. The quality of these stationery products is very good, and there are many stationery products that we have never seen in our area. I got some samples for reference. Hopefully we can get a good price.





# 2024 International Baby Products & Toys Expo

2024.08.05-07 Jakarta International Expo(JIEXPO)

Indonesia`s Largest and Most Influential Event for the Baby Products and Toys Industry