

SEMINAR PROGRAMME 2016



Sunday 20th March 2016

10.00 – 11.15

Discover China

With the one child policy now relaxed in China, a population boom is expected and the demand for baby products in China will never be higher. In conjunction with the UKTI, a delegation of Chinese buyers will be describing the baby products market in China, what type of products Chinese consumers are seeking and how UK manufacturers and suppliers can grab a share of this lucrative market. These short presentations will be of interest to manufacturers and suppliers and those with appointments will be invited to discuss business in the afternoon and on Monday morning.

协办单位



**UK Trade
& Investment**
英国贸易投资总署

Monday 21st March 2016

11.30 – 12.00

Anthony Williams – GfK

Flight to quality: defining the premium baby shopper

2015 saw a return to value growth across core baby care and nursery products. This begs the question: is a return to premium a blip, or a trend? This year, GfK seeks to answer that question, profiling what the premium consumer looks like and how demand for other high end consumer durables might be key influencers. We also examine smart technology, shopper behaviours and try to predict how the market could look in the future.



13.00 – 13.30

Jessie Wilson – Institute of Mums (IOM Research Ltd)

Like it or not, parents continue to buy second-hand baby products. IOM created a Second Hand Market Report in 2015 and will give an overview of this market. What products parents are buying second-hand, where they are buying and at what cost to new product sales.



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Monday 21st March 2016 (continued)

14.30 – 15.00

Sally J Hall – editor of B Baby Magazine (also Editor at Emma’s Diary

and former Consumer editor at Pregnancy & Birth)

Catwalk to sidewalk – These days it’s not enough for a pushchair to be practical – it must also be fashion-forward. Discover how pushchair companies reflect current catwalk trends in their products and learn how to make a sale by reflecting a customer's personal style by steering them towards the perfect pushchair for them.



Tuesday 22nd March 2016

11.00 – 11.30

Osiri Weithers – Intelligent Retail

In store, online and telephone orders simplified. Find out why so many people are moving to an EPOS system to help them run their businesses. Learn how managing your stock in the shop, on line or over the phone can be done at the touch of a screen.

Centralised stock control for multi-channel does really make a difference.



12.30 – 13.00

Nadia Khaldi – Generation Media

Generation Media will review how the media landscape has changed in recent years, and provide insight into the factors that have influenced the shift. They will share latest research on media habits amongst pregnant women and mums, as well as how it may change in the future. This presentation is essential for marketers hoping to gain top tips for consideration when finalising their media plans for 2016/17.

