

Press Release

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New for 2015: CKE Education – Forum and Expo on Early Learning in Shanghai

Meeting the demands of a rapidly growing and transforming preschool education industry in China, Koelnmesse will set up **CKE Education**, an unprecedented platform for scientific and commercial exchange. A **three days high-level forum surrounded by selected pre-school & kindergarten products** is supposed to build a bridge between kindergartens, education bureaus and distributors on the one side and representatives of relevant technologies, ideas, supplies, reading materials and educational toys on the other side.

CKE Education will be co-located with **China Kids Expo** and **China Toy Expo**, two established trade fairs that already cover educational toys and attract more than 50,000 visitors on an annual basis.

Didacta and Koelnmesse are currently preparing a **German Pavilion** which will be allocated right next to the forum. Pavilions from several other countries such as the US, Korea, Australia, Japan and UK are in the planning stage.

About the Organizers

Koelnmesse

As a world-renowned trade fair organizer, **Koelnmesse** has an excellent track record for organizing some of the world's most successful trade events, such as the accomplished **Kind + Jugend** – the leading global fair for the baby and toddler outfitting sector – in Cologne, Germany. With 90 years' experience in organizing large-scale commercial events connecting buyers and sellers, Koelnmesse brings forth an unrivaled skill-set and expertise needed to develop **China Kids Expo** into one of the premier international furniture production trade shows in Asia.

www.koelnmesse.com



Co-located with:



CKE Education

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www.en.china-kids-expo.com/education

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China Toy & Juvenile Products Association (TJPA)

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China Toy Association, established in 1986 and later renamed China Toy & Juvenile Products Association (TJPA) in June 2011, is the sole national trade body of its kind in China and the only official representative in the International Council of Toy Industries (ICTI) appointed by the Chinese government. Its authoritativeness is widely recognized by the government, trade, media and consumers.

www.tjpa-china.org