



**KEY INTERNATIONALISATION ACTIVITIES FOR THE EUROPEAN CHILDREN'S  
SECTOR**



**26th - 28th October 2022 | PARIS**

**DEVELOP NEW INTERNATIONAL  
PARTNERSHIPS AND EXPLORE NEW  
MARKETS WITH KIDS PROJECT**



# EXPLORE NEW MARKETS WITH KIDS PROJECT'S VISIT TO PARIS



## DEVELOP NEW INTERNATIONAL PARTNERSHIPS

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On this three-day trip to Paris, be inspired by the sales strategies of France's leading children's product companies, based on sustainability, digitalization and with a gender perspective.

Get a sneak preview of tomorrow's best-selling products and services at Kidexpo, a trade show for the whole family.

Meet representatives of the leading marketplaces in the French children's market and share your needs and experiences in internationalisation and trade with French companies that are members of Nova CHILD.

### Output for your company

Partnerships / Network / Strategies / Inspiration / Sales / Retail / Design / Business / Future trends

### Participate if you are:

If you are an SME from Denmark, France or Spain producing, designing or selling children's products or services (toys, furniture, fashion, learning and much more).

If you have a **vision for expanding your selling markets outside of Europe**, then this is the fit for you.

### Contact us for participation:

KID'S CLUSTER: [alopez@kids-cluster.com](mailto:alopez@kids-cluster.com)

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LDC: [gabriella@ldcluster.com](mailto:gabriella@ldcluster.com)





During the morning

**Arrival:**

Hotel check-in  
Transport is easy by bus and metro

3:30 PM  
Paris Centre

**Welcome coffee:**

Meeting point at Paris Centre for a welcome coffee before start the retail tour.

4 PM  
Paris Centre

**Retail tour:**

Visit to inspiring Parisian concept stores or sales outlets dedicated to children:

SMALLABLE



7 PM  
Paris Centre

**Network dinner:**

Network dinner and meeting with Nova Child members and other European professionals.



9:30 AM  
Paris Centre

## Transnational strategic workshop:

Discover the potential and the opportunities of the European Union Children's sector. An exclusive KIDS Study:

- Map the EU children's sector and hence provide a transnational picture of it.
- Identify and map key relevant EU strategic partners which might add business value to the industry.
- Identify front-runners SMEs championing in the international markets.
- Identify new business opportunities.

1 PM  
Paris Centre

## Lunch

3 PM  
Paris, Porte  
de Versailles

## Visit to Kidexpo's exhibition

Every year for the past 15 years, Kidexpo Paris has marked the launch of the Christmas season. The event brings together and supports actors in the **Toy/Gaming, Sport, Education and Health sector**. Manufacturers come to share their brand universes and present their end-of-the-year novelties to have them beta tested by children.

Kidexpo is an opportunity to discover the latest games, innovations and most importantly, lots of ideas for the leisure time of children of all ages. And to observe how childs and families interact with the children's product companies novelties and know their feedback.

This year, **new themes will be highlighted** to enable brands to raise awareness among families:

- Dinner is ready ! (teaching children how to eat well)
- My planet (how future generations can preserve our planet)
- INNOVAKIDS (the innovative startups' village).

7 PM  
Paris Centre

## Network dinner



10 AM  
Paris Centre

### Marketplace's meeting:

Meeting with several marketplace's representatives such as:



12 PM  
Paris Centre

Lunch

2 PM  
Paris Centre

End of the mission