

BABY & PARENTING EXPO TO PREMIER IN SANDTON

Excitement builds around the inaugural Baba Indaba to be held at Sandton Convention Centre, 4 – 6 November. This premier South African baby and parenting consumer expo has retailers, wholesalers, distributors and manufacturers in the baby product sector clamoring to participate in this quality driven showcase.

One of the fastest growing sectors within the retail trade is the Baby products sector. “A turn-around in performance across all segments, with innovative products, lateral ideas and the attraction of new consumers into the market has created the need for Baba Indaba to go national”, comments founder Natalie Naude, who successfully ran Baba Indaba in Cape Town at the CTICC, early in the year.

Recently signed to the Baba Indaba Expo, is the public broadcaster SABC TV, headlining with their children’s educational programme *Takalani Sesame*, sponsored by Sanlam. Central to the exhibition, will be an interactive stage featuring Takalani Sesame in dedicated time slots throughout the three-day event. This SABC programme, with a byline that claims to ‘enrich your mind, enrich your life’, has enthralled tots and toddlers for many hours, and their participation at the Expo will give onlookers the opportunity to experience their favourite TV characters in real life.

The Sunlight Information Theatre, with back to back talks from healthcare and child behaviour specialists, as well as the Your Family Kids Kitchen serving breakfast, lunch, tea party and dinner menus, dedicated to the child’s palate, are two other interactive features adding draw-cards to Baba Indaba.

Modeled on the successful Baby shows held in the UK, Baba Indaba promises to be an event that caters for 20 odd different categories within the bumps, babes in arms and toddlers market, attracting primarily the 21 – 35 females who are pregnant, new mothers

with newborns target market and the secondary market of 21 – 40 males and females with children up to age 5.

Partnering with the Red Cross Children's Hospital, Baba Indaba will endeavour to donate 5% of ticket proceeds to the Burns Unit, and a giant mural – the Hands-On Project - will be mounted within the Expo, where visitors can assist the Red Cross by donating R10 in exchange for a colourful handprint.

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