

MORE COMPANIES SIGN WITH BABA INDABA

Netcare is the latest company to sign with the definitive baby and parenting expo, Baba Indaba, due to open at the Sandton Convention Centre, from 4 – 6 November 2005. The well-known healthcare organization has created a brand known as ‘The Stork’s Nest’, and therefore Netcare’s will showcase their products and services, along with two other synergistic companies, under the banner ‘The Stork’s Nest. One of the services offered by Netcare’s Stork’s Nest is Netcute – found on the Netcare website - a gallery of baby pictures, where parents can view babies born at one of the 52 Netcare hospitals. Nellie Kuhn at Netcare comments: “We are very excited to be participating at Baba Indaba as we will have the opportunity to meet our customers face to face and chat to them first-hand about our services and products”. Natalie Naude, initiator of the Baba Indaba Expo, follows on: “Showcasing their healthcare services at Baba Indaba, means that both Netcare and our Expo visitors get the full advantage of this powerful marketing tool – the one on one direct medium that involves all five senses”.

Also contributing to the more explorative side of parenting at the Expo will be the Sunlight Information Theatre with back to back talks from healthcare and child behaviour specialists. ‘*A Lifetime of Happy Smiles*’ by Oral B; ‘*Is My Child Naughty?*’ – an ADD talk by Aspen Pharmaceuticals; *Solving Your Baby’s Sleep Problems* by Alison Bentley; ‘*You and Your New Baby*’, by Bayer; ‘*Healthy Nutrition Foundation from six months old*’ by Nestle Family Years. These talks will be scheduled to run daily throughout the 3-day Expo.

Bringing an entertaining slant to the Expo will be the novel Living and Loving *obstacle race* whereby Dads and Mums can test drive the latest prams and pushchair models. With the ‘upwardly mobile Mums’ (and Dads) attaching almost the same brand importance to prams and pushchairs as they do to cars, a pram brand such as Jeep is causing a stir amongst Dads. Brand savvy parents are reflecting their brand awareness in the choices

they make when purchasing baby and toddler products. Design and technology of these toddler conveyors is keeping abreast with parents' demand for quality and performance. And the most up-to-date brands will be showcased at Baba Indaba.

Another fun angle at the brand new Baba Indaba, will be the Kids Kutz corner – a hair salon offering free haircuts to children, in exchange for a donation to the Red Cross Children's Hospital. Superheroes such as Spiderman, Catwoman and Batman will be masquerading as hairdressers for the Expo, and children get to pick their favourite sea creature chair to sit in! – dolphin, octopus or jelly fish!

Baba Indaba will also provide children with the opportunity to become Little Chefs at the Your Family Kid's Kitchen, where Breakfast with Clover, Lunch and Dinner with Heinz and a Tea Party with Smartie Man from Nestlè, will create an enjoyable food fun experience.

Bouncing Buddies will keep children entertained 24/7 with the chocolate factory, fire-blower, activity tables and of course to expend that extra energy – enormous jumping castles.

With just over a month to go before the opening of Baba Indaba, excitement is building around the Baba Indaba Expo as more companies are signing up and getting involved in showcasing their products and services to this brand aware segment of the market.

Modeled on the successful Baby shows held in the UK, Baba Indaba promises to be an event that caters for 20 odd different categories appealing to parents and families of babies and toddlers (0-5 years).

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