

INTERNATIONAL CHILDREN BABY MATERNITY PRODUCTS EXPO SHANGHAI 2010

Event Overview

The 10th Shanghai International Children-Baby-Maternity Products Show was held from 21-23 July. It is the most influential and largest expo for this industry sector.

The show attracted 950 exhibitors and 81,500 buyers including 8,600 from overseas. The product range on show included baby care, baby wear, toys, furniture and bedding, maternity wear, food and health supplements.

Promotion Overview

AMAG licensees that participated were supported with a financial assistance package as part of the Export Project.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.