



KEY INTERNATIONALISATION ACTIVITIES FOR THE EUROPEAN CHILDREN'S SECTOR



EXPLORING POTENTIAL INTERNATIONAL MARKETS WITH THE KIDS PROJECT

COPENHAGEN, DENMARK

APRIL 6 - 8 2022

Are there any international markets you wish your brand would be present at? Do you want to expand your network? Then this is the study trip for you!





COPENHAGEN VISIT

APRIL 6-8, 2022

Programme

Enrich your knowledge during this 3-day trip to Copenhagen and get inspired by frontrunner companies experts in sales & design specifically on children's products. Get inspired by Danish Design, design history on kids and get a taste of future selling points. Last but not least a curated workshop with all other companies will give you the possibility to share your needs within internationalization.

Output for your company

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

Participate if you are...

If you are an SME from Denmark, France or Spain producing, designing, selling etc. children's products or services e.g. 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

KIDS Cluster: agarcia@kids-cluster.com

CEIV: estherval@clustervalle.es

NOVA CHILD: renald.lafarge@novachild.eu

LDC: gabriella@ldcluster.com



6TH - RETAIL DAY

WEDNESDAY

Arrival

- Hotel
 - Transport is easy by bus and metro
 - Denmark accepts euro otherwise we still use Danish currency
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Transport - M3 metro to Nørrebro Rundel

14.00-16.00 **Retail walk at Jægersborg, Nørrebro**

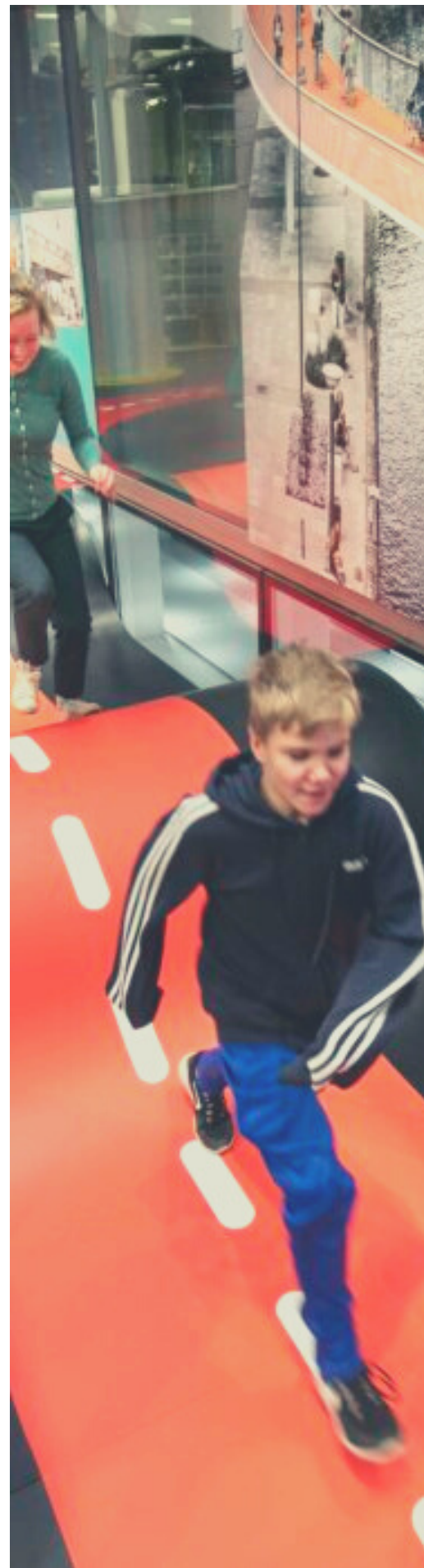
A whole street specialized in sustainability, local production and community building. We will visit retail stores, playgrounds and feel the local atmosphere.

16.00-18.00 **Retail pitch at Censuum - future retail store**

How do we collaborate between online and offline brands and retail. Censuum has build this model lets hear their experience.

18.00 - **Dinner on your own**

We recommend Pincho Nation which is a circus kids restaurant.



7TH - INTERNATIONALIZATION

THURSDAY

09:30-10:30 **DAC Danish Architecture Center at Bloxhub**

Visit the museum where organizations exhibit different themes - when we visit we will get a introduction on how to live more sustainable. Specifically the exhibition is very interactive with KIDS why is this important and what is the ouotput.

10:30 **Meeting for brand participants of KIDS Advisory Board**

Impact on the future internationalization strategies of the European children's sector. You will be part of identifying challenges and needs of kids and families all over the globe, by pin pointing new business opportunities, and by leading the sector's internationalization path. (Closed meeting for participants of the Advisory Board, other companies have free time)

11:30 **Lunch and visit the exhibition**

12:30 **Sell KIDS products tabs into new value chains**

Listen to the panel who will share how we sell kids brands on webshops, livestream, used products and traditional retail. We look forward to danish brands joining us like Reuse, Luksusbaby.dk, Reshopper, Babysam.

14:00 **Internationalization with child friendly communities in Shanghai**

Martin Rune Hoxer from the Danish Innovation center in Shanghai will share how they facilkitate new partnership to increase innovation and cross border collaboration.

15:00 **Break**

15:30 **Transnational Strategy Workshop at Bloxhub**

Focus on themes such as sustainability, digitalization, gender-equality and internationalization discovering new possible value-chains.

17:30 - 19:00 **Networking & Tapas**



8TH - DESIGN PAST & FUTURE

FRIDAY

09.30-10.30 **Ferm Living Showroom at kuglegårdsvej**

Danish design brand succesful with their nordic design in the children sector.

10.40 **CIFF KIDS - the market development**

The danish tradeshow from KIDS brand - what trends does CIFF KIDS experience and how can you stay relevant.

Transport: 20' by walking to the Design Museum Denmark

11.30 **Design Museum Denmark bredgade 68**

What does international guest come to visit and what do they want to know about the kids design history. Told from a Danish narrative to an international audience.

12.30 Lunch

