

# *Pro* *ditě*

**29. 2. - 2. 3. 2024**

**BRNO EXHIBITION CENTRE**

**FINAL REPORT**



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7 900

B2B and B2C VISITORS

62

EXHIBITORS

3700 m<sup>2</sup>

EXHIBITION AREA



# PRO DÍTĚ 2024 FAIR

The 18th ProDítě fair, the largest contract and sales fair in the Czech and Slovak Republics, offered a varied supporting programme in addition to the vendors themselves.



## Wide selection of goods, introduction of new products

Products from manufacturers and sellers of infant and children's goods, both Czech and foreign brands: strollers, car seats, toys, children's clothing and clothing for pregnant and breastfeeding, cosmetics, health food and other goods. Many of the products had their premiere here.

## Supporting programme

Throughout the fair, there was a program full of expert and entertaining lectures and performances. The children were most interested in Michal Nesvadba and the balloon king, while the parents attended lectures on first aid for children or psychological care during pregnancy.

## Counselling and babysitting

Visitors could take advantage of babysitting for children from 3 years old in the children's corner, a toddler zone with toddler races for prizes and a nursing corner with the possibility of warming food. They also made extensive use of the consultations with psychologists and physiotherapists in the counselling room for parents.



## **FEEDBACK FROM COMPANIES**

We had a great turnout. Many mothers visited the fair, checked things out, walked around, and then returned. We are satisfied and will be back next year.

**BABY HOLDING, Michal Košář, Company Director**

We were very pleased with this year's attendance, which was surprisingly high despite the shorter duration. On our behalf, we are very satisfied, thank you to BWV Trade Fairs Brno. Participation in next year's edition looks very promising.

**Společnost Andys, Petra Solnická, Sales Manager**

We are focused on corporate customers, so we mainly attended to make contracts, and we were satisfied with the turnout of traders from Slovakia and across the Czech Republic. The volume of business is not as high as before, but that seems to be a Europe-wide trend. Nonetheless, we are satisfied overall.

**Kenyo, Kamil Bojanovský, Sales Manager**

The fair was very successful, we are satisfied. On Thursday and Friday mornings, mostly retailers visited, while mothers came from Friday afternoon to Saturday. We had strong sales and made a lot of publicity.

**Health Academy, Michal Valenta, Co-owner**

We were satisfied with the attendance. There were a lot of businessmen and mothers. We are glad that we participated in the fair and we are already thinking about participating in the next edition.

**Slezská Harmonia, Marie Pražáková, Company Owner**

We received positive feedback. The attendance was very decent, the products were liked, so we are satisfied with this year's fair. It was comparable to last year.

**Ladislav Pavlík, Thule**

I'm at the ProDítě fair for the second time, and although my kids are a bit older now, at 3 and 6 years, there are many new things and clever gadgets that caught my attention. It's a valuable experience for expectant parents who have already identified some strollers, car seats, or other accessories, as they can try them out here in person. It's the best way to experience everything and make a decision.

**Sandra Pospíšilova (Parmová), TV Prima Host**

This year's fair is quite varied; I especially appreciate the kids' play area. There are go-karts, a carousel, a bouncy castle, and balloons everywhere. My kids would be thrilled to be here. Currently, I'm looking for bottles and thermoses, but if my kids were younger, I would definitely pick out some toys for them.

**Tereza Fajksová, Model**

**SEE YOU  
IN 2025**

**Brno Exhibition Centre**

**6.-8. 3. 2025**

**Pro  
dítě**