

PRESS RELEASE

BEIJING, March 12, 2014

Sfera Group presents “Mi Baby Fair”, the first high quality B2C baby fair in China, will be launched on June 6th 2014 in Beijing, China.

Sfera China, a company of RCS MediaGroup, a leading international publishing and communication company, announces the launch of “**Mi Baby Fair**”, (mifair.com.cn) the first high quality B2C baby fair in China. Mi Baby Fair will launch its first edition in China, in Beijing, from June 6th to June 8th 2014, and will be held in the Beijing national Agricultural Exhibition Centre – New Pavillion”.

The Organizer is Rizzoli Sfera International Convention & Exhibition (Beijing) Co., Ltd, a company that works in partnership with the Woman Association of China – among the most important and influential associations in China for women rights since 1949.

Mi Baby Fair, with its unique concept, will become the **new platform** that will **allow high-quality brands to establish a direct communication with consumers**. It will be an opportunity for the exhibitors to improve their brand awareness, and promote their products directly to their target, within a market whose potential is so high as 16 million new-born per year, with expected growth in the coming years as effect of the new government policies.



MI Baby Fair will focus on pregnant women and families with kids below 3 years, and will allow them to discover and try out the newest and more revolutionary products for pregnancy, breastfeeding, wearing, slumber, hygiene, and mum and baby care.

Mi Baby Fair will also host several activities, where new families can learn, meet, and share their questions with experts.

Following the First China Maternal & Baby Safety Consumption Forum held in Beijing on 5th November 2013, Mi Baby Fair will also host the China Maternal & Baby Safety Consumption Forum that will be organized together with China Family Culture, Women of China Magazine, subsidiaries under All-China Women's Federation, China Consumers' Association and will be an important seminar with senior government officials, key invited guests, with the aim to encourage communication and education within the industry and the new mothers.

After the launch in Beijing, Mi Baby Fair will launch a series of B2C fair in the main **first and second tier cities of China**, thus strengthening Sfera Group's presence and influence in China, where Sfera's infancy platform is already present since 2011 with the magazine "My Baby & Me" 《我和宝贝》, with actual circulation over 250,000 copies, and the web portal mibaby.com.cn.



The well-established integrated model spins off from the Data Base, and involves the brands in a close communication with new mothers.

“We are very proud to announce the launch of our Baby Fair concept in China, as a new product that thus integrates the already existing platform of editorial and multimedia services. – says Mr Matteo Novello, President of Sfera China – Sfera has a successful international track record in the infancy sector in Italy and Spain, where we have been market leaders for years, in Mexico, China, and in France, where the we will launch the activities in the first months of 2014”.

You may refer to the official website: www.mifair.com.cn for more information. For visitor pre-registration: www.mifair.com.cn/register-form. For exhibitor inquiries or cooperation, please contact:

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