



# KIDS' TIME 14th International Fair of Toys and Products for Mother and Child KIDS TIME, 21-23.02.2024

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## FIRST DAY OF THE EXPO: 21 February 2024 (Wednesday)

Exposition opening hours: 10:00 - 18:00

10:15 - 11:15	SPEECH ARENA, Hala E	Awarding ceremony - prizes in the Toy of the Year competition, Parents' Award Competition - Zabawkowicz.pl
11:30 - 12:00	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations EU toy safety requirements - possible changes - Beata Gryniewicz-Bylina, the ITG KOMAG Institute Professor
12:00 - 13:00	SPEECH ARENA, Hala E	Kids' Time Star and "Branża Dziecięca" Awarding Ceremony
13:00 - 13:30	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations How to become a leader in your category on Allegro? - Oskar Hertman Pirk Spark
13:30 - 14:00	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations Construction blocks for adults that children can play with, i.e. building a community of fans - the COBI SA example - Artur Machlowski, Cobi
14:15 - 14:45	SPEECH ARENA, Hala E	Debut Zone Debut Zone, Let's get acquainted -exhibitors making their debut at the Kids' Time make presentations

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## SECOND DAY OF THE EXPO: 22 February 2024 (Thursday)

Exposition opening hours: 10:00 - 18:00

11:00 - 11:30	SPEECH ARENA, Hala E	Debut Zone Let's get acquainted -exhibitors making their debut at the Kids' Time make presentations
11:30 - 12:00	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations A books publisher on the toy market. Business diversification - a chance for success - the example of Nasza Księgarnia Publishing House - Marek Dobrowolski, Nasza Księgarnia

12:00 - 13:00	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations, Licence Magazine, The role of the Eastern European market in the success of children's IP SPEAKERS: Talia Tester, Softlines International Director and Southern Europe Lead, Moonbug Entertainment, UK Aleksandra Gawryszewska, CEE Head of Sales Marketing, DeAPlaneta Entertainment, Poland Luca Bonecchi, VP, Licensing Southern-, Northern-. Eastern Europe & UK, ZAG Entertainment, UK MODERATOR: Cristina Angelucci, Editor-in-Chief, Licensing Magazine, Italy
13:00 - 13:30	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations Second-hand market of strollers - Piotr Wita, Szkrab Wita
13:30 - 14:00	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations RMDR - the best report on Poland's toy market! - Paweł Szmidt, RMD Research
14:00 - 14:30	SPEECH ARENA, Hala	BUSINESS FORUM - Trends and innovations Opinion marketing in the children's industry - how to build trust to increase sales in Poland and abroad - Sebastian Horoszko, Zaufane.pl
14:30 - 15:00	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations Sales of educational toys - challenges in uncertain times - Anna Kalbarczyk, Ferdek Żaba i jego muchy
15:00 - 16:00	SPEECH ARENA, Hala E	BUSINESS FORUM - Trends and innovations Cross-border success strategy, i.e. effective development of e-commerce on foreign markets - Sebastian Horoszko and panellists, Zaufane.pl / Go International,

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## THIRD DAY OF THE EXPO: 23 February 2024 (Friday)

Exposition opening hours: 10:00 - 15:00

10:00 - 15:00 Expo open to the public