



第28届北京国际幼教用品及幼儿园配套设施展览会

The 28th Beijing International Preschool Tools & Kindergarten Supplies Exhibition

May 9-11th, 2026

China International Exhibition Center, Beijing



SCHEDULE

MAY 7-8, 2026

SETUP

MAY 9-11, 2026

EXPO

MAY 9-10, 2026

FORUM

MAY 11, 2026(FROM 13:30)

TEARDOWN

THE EXPO

CURRICULA

ECE TEACHING
MATERIALS, BOOKS,
AND PICTURE BOOKS

ENVIRONMENT AND DESIGN

DECORATION,
DESIGN, FLOOR,
LAWN

SUPPORTING EQUIPMENT

FURNITURE, INTEGRATED
MACHINE, AMUSEMENT,
DISINFECTION
EQUIPMENT

SCHOOL CLOTHING AND HOME TEXTILES

SCHOOL UNIFORMS,
BEDINGS, SCHOOL
BAGS AND SO ON

EDUCATIONAL TOYS AND TEACHING TOOLS

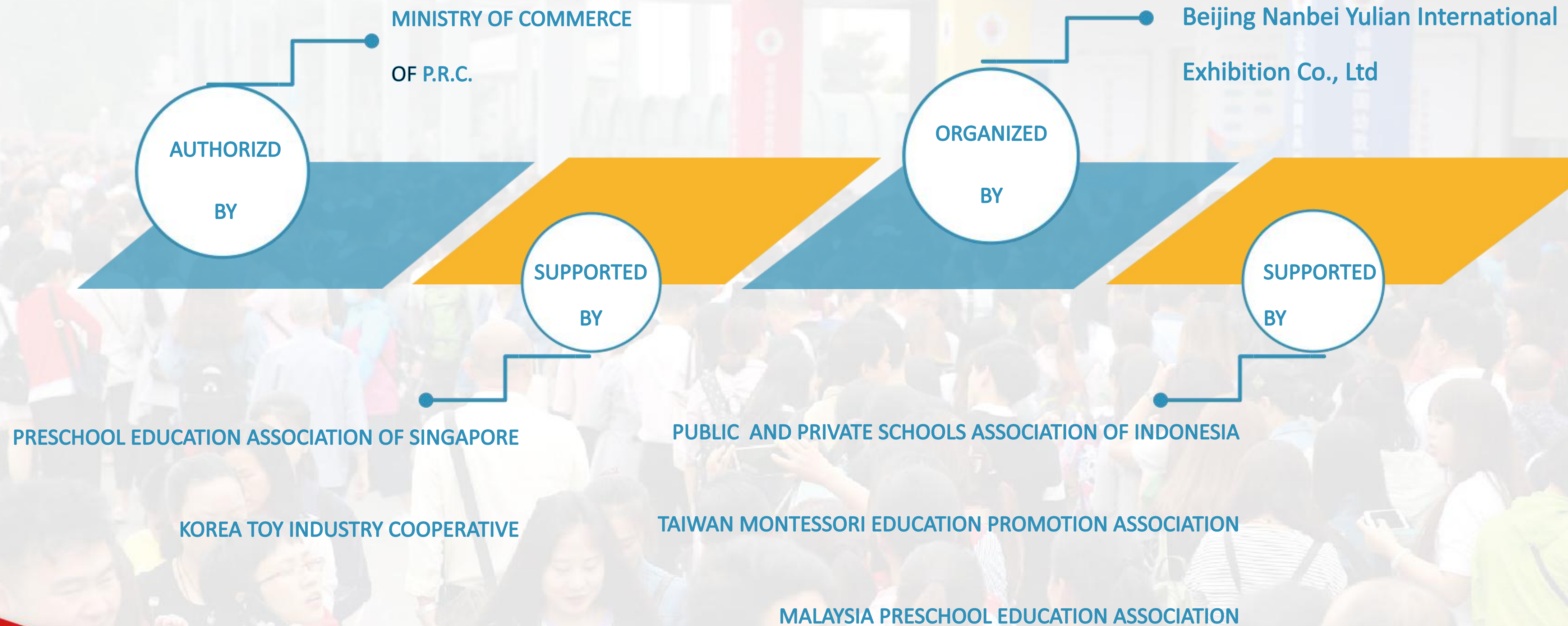
BOARD GAMES,
EDUCATIONAL &
INTELLECTUAL TOYS

BOOTH FARES

STANDARD BOOTH: ZONE A: RMB13,200/9m²; ZONE B: RMB12,500/9m²;

RAW SPACE: RMB1,320/m² (mini. 36m²)

STRUCTURE





THE 27th EXPO SHOW

TOTAL **38,000** sq. m.
WITH **421** EXHIBITORS

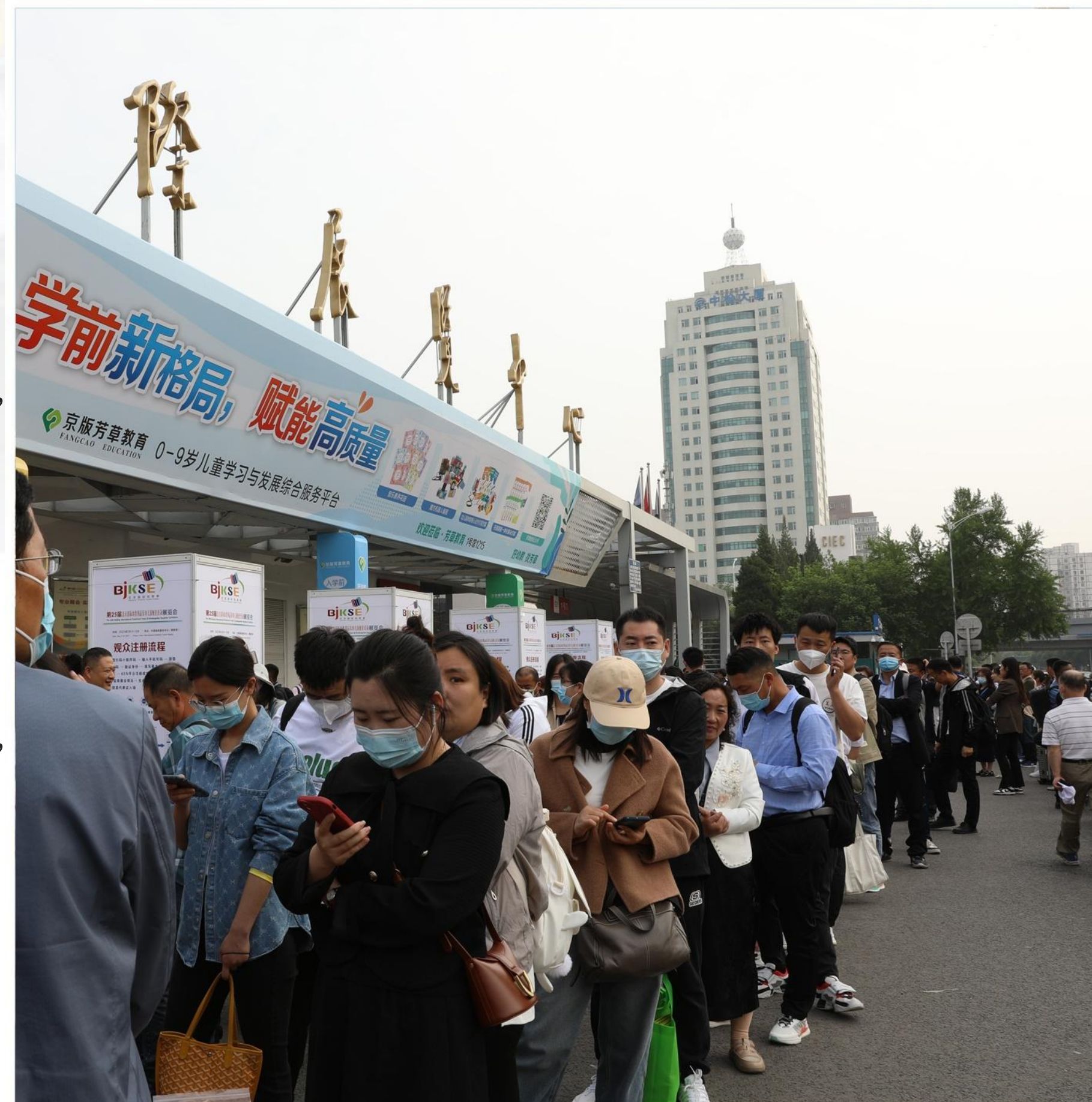


TOTAL **46,276** VISITORS
INCL. **35,109** PROFESSIONALS



THE 27th EXPO

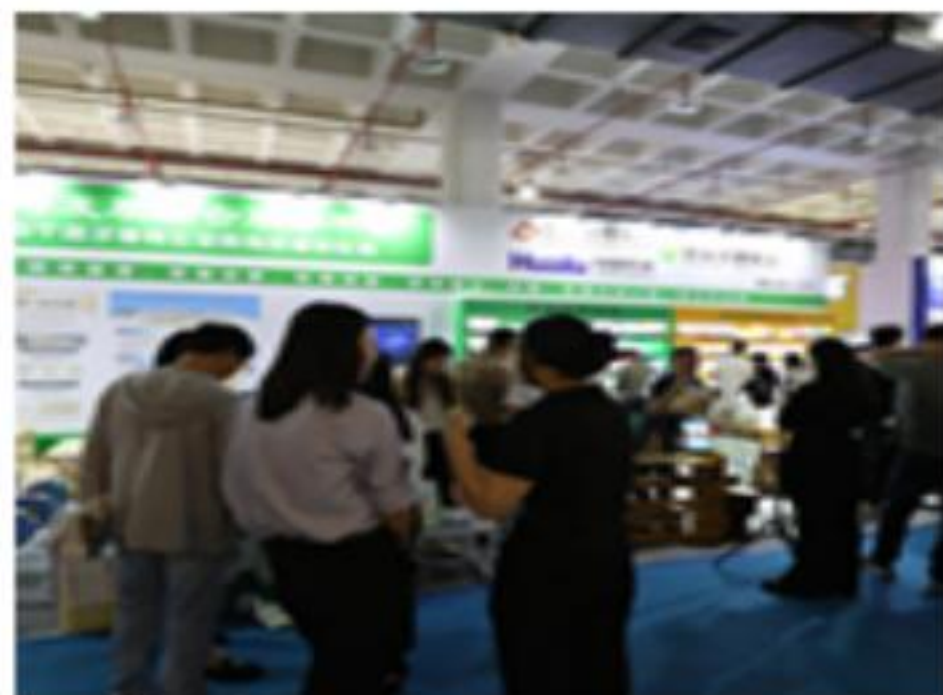
The 27th Beijing International Preschool Education Exhibition has gathered numerous well-known preschool education brands, including Logico, Fangcao Education, Hongen Education, European Educational, Haijiao Circle, Yiqu, Qisehua, Uu Elephant, Baiyi Craft Workshop, Little Van Gogh, Wooden Toy Family, Qifa, New Oriental, New Oriental, Yuhe Educationa Toys, Mickey Magic, Aibei'er Toys, Oriental Star, Xiao Hajin, Congbei, Wanchao Technology, Zhile Castle, Tanqi Planet, Zimom Childcare, Speed Sports, Classic World, Xiaokanda Education, Haling Education, MG Space, Victor, Zhongyou Union, IEEP, Childhood Education, Spark Thinking, Haiyan Publishing House etc. (The ranking is in no particular order). The exhibits cover kindergarten courses, intelligent products, preschool programming, educational toys, amusement facilities, wooden furniture, kindergarten uniforms and home textiles, decoration and environmental creation, etc., covering the entire industrial chain of the preschool education market and fully meeting the visiting needs of preschool education channel merchants and kindergarten principals.





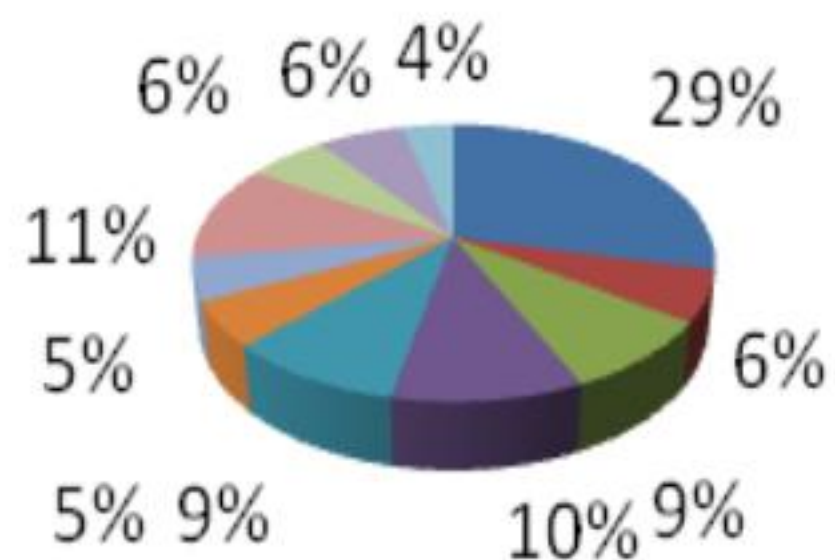
A VARIETY OF NEW PRODUCTS,
NEW IDEAS FOR THE FUTURE OF
PRESCHOOL ENTREPRENEURS

HIGHLIGHTED EMERGING
PRESCHOOL EDUCATION FIELDS
SUCH AS INFANT
CARE, PROGRAMMING, AESTHETIC
EDUCATION, PHYSICAL
EDUCATION AND CAMPUS SAFETY



Exhibition Categories Number

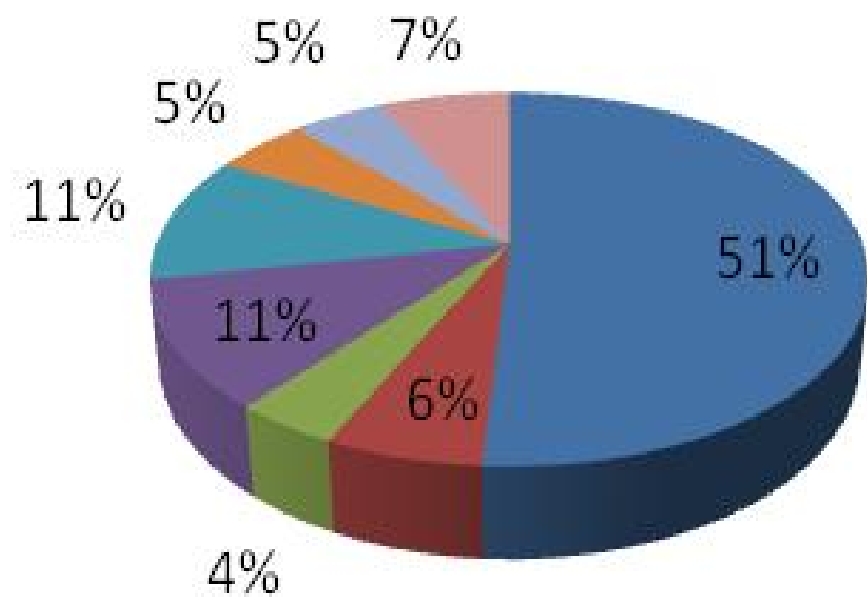
- Curriculum & Teaching Materials
- Educational Toys
- Outdoor Large Play Equipment
- Multimedia & AI Products
- Kindergarten Furniture
- Kindergarten Bedding
- Kindergarten Uniforms & School Bags
- Supporting Equipment
- Kindergarten Renovation Design
- Handicraft & Environmental Creation



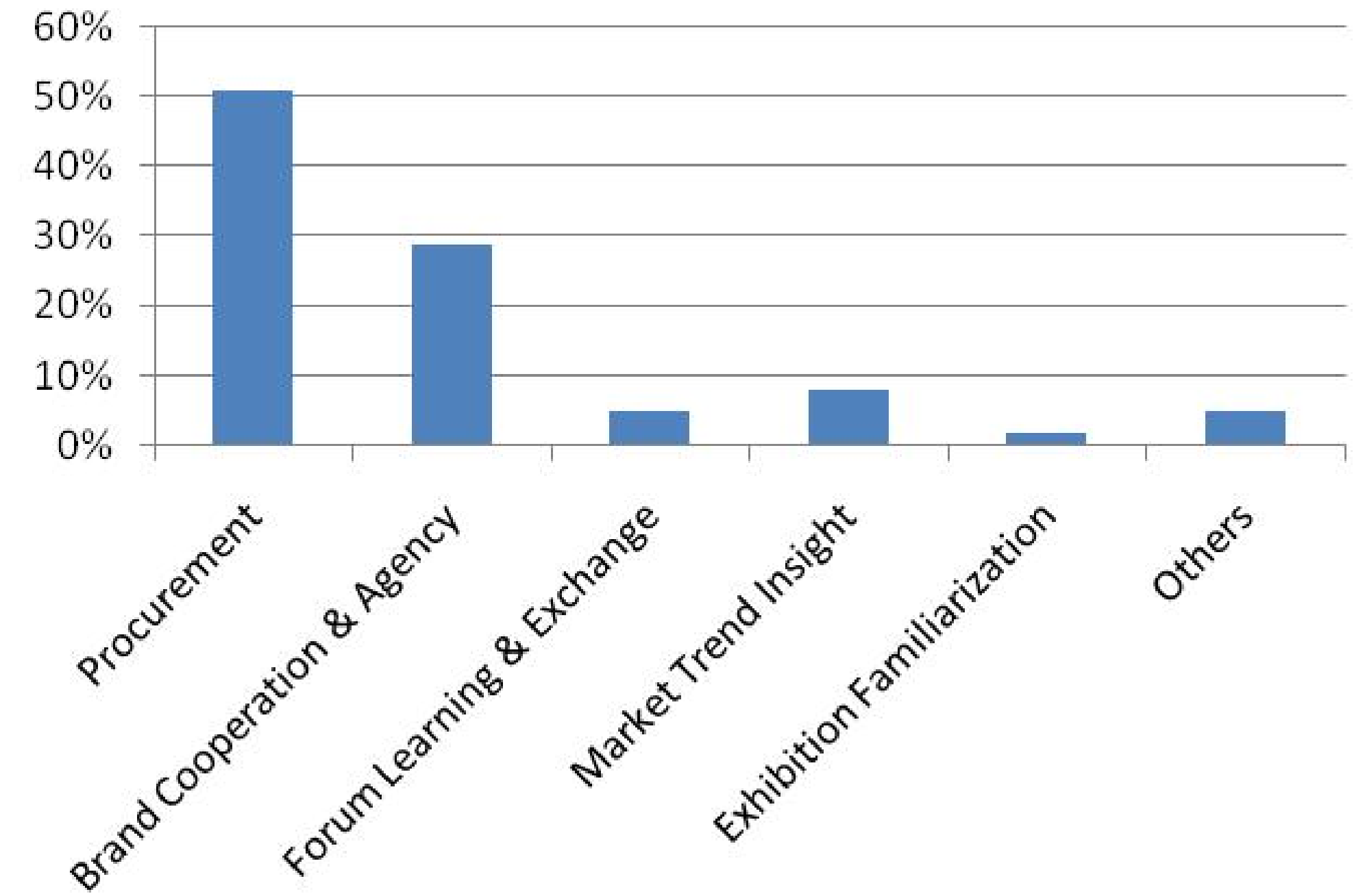
COMPOSITION OF AUDIENCE

Types of On-site Visitors

- Regional Distributors / Agents
- ECE Groups
- Children's Playgrounds
- Kindergartens
- ECE Training Institutions
- Preschool Teacher Colleges and ECE Authorities
- Manufacturers
- Others



PURPOSES OF VISITS



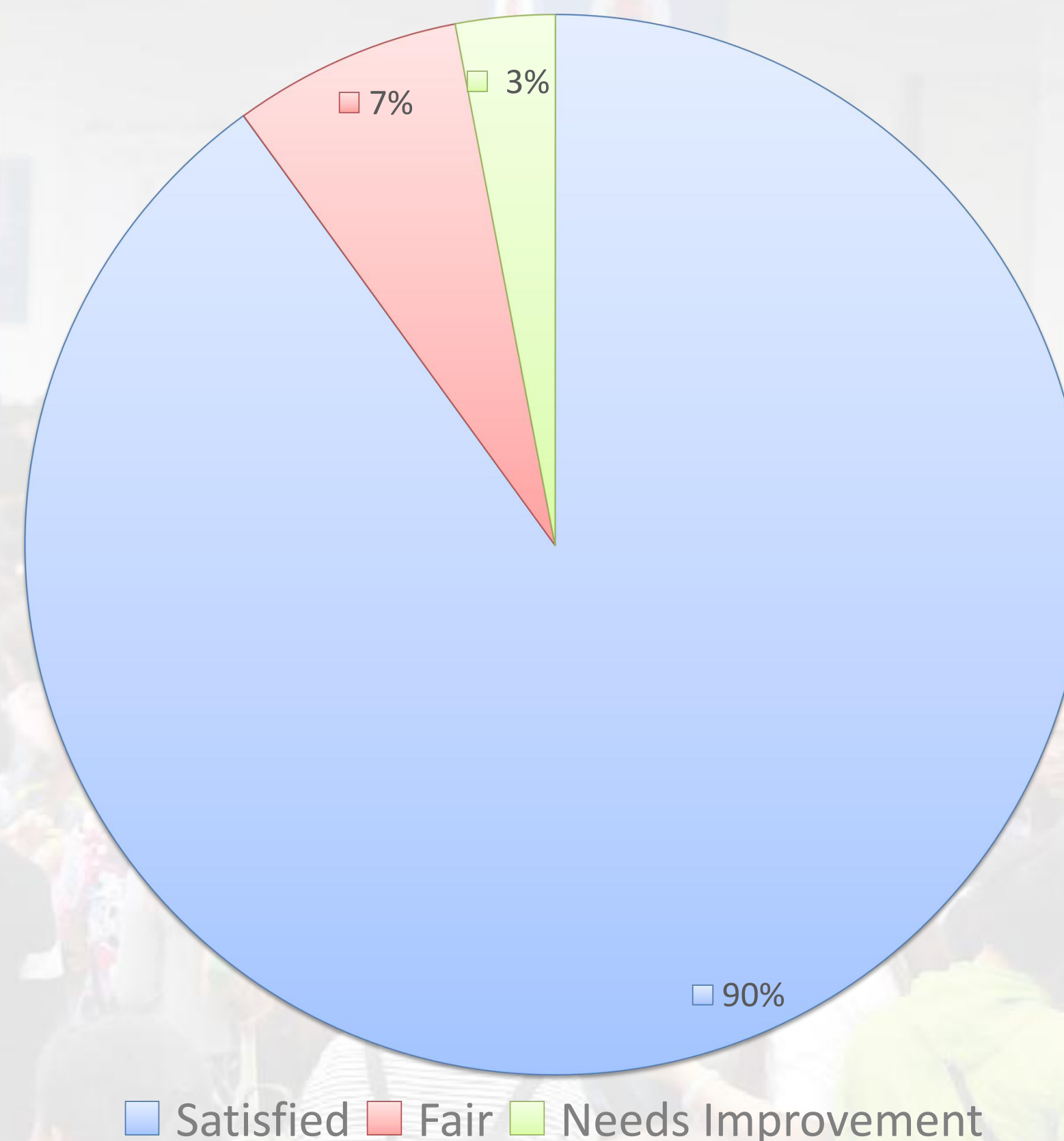
EXPO EFFECT

According to incomplete statistics, the on-site transaction volume of the 27th exhibition reached RMB123 million (including LOI).

During the exhibition, we conducted a questionnaire survey among exhibitors. Judging from the results: 82% of the exhibitors were satisfied with the exhibition effect, 10% of the exhibitors thought the effect was just so-so, and 5% of the exhibitors believed that there was room for improvement.

83% of the exhibitors indicated that they would continue to participate in the next Beijing International Preschool Education Exhibition.

Expo Effect Evaluation



CONCURRENT EVENTS



2026 Chen Heqin "Living Education"
Kindergarten Management Experience
Exchange Conference



2026 International Conference
on Kindergarten Curriculum and
Management Innovation



2026 Integrated Development in
Early Childhood Education
Exchange Conference



2026 BJKSE Distinguished Principals'
Kindergarten Management Experience
Exchange Conference



2026 Early Childhood Play &
Toys: Heritage and Innovation
Symposium



2026 China-Europe Early
Childhood Education Exchange
Conference



2026 Beijing Characteristic Kindergarten
Demonstration Class Observation and
School-Based Curriculum Experience Activities

NEW MEASURES

Comprehensive online platform display services (including websites, KEN sharing mini-program, etc.) provided free of charge to exhibitors.

International buyer matchmaking services (including Southeast Asia, Japan & Korea, Australia, Russia & the five Central Asian countries, the Middle East, Latin America, Europe & America, and Africa) provided free of charge according to exhibitors' export needs.

Assistance in industry promotion and professional visitor invitation based on the needs of brand companies for online and offline activities.

Subsidies provided for exhibitors organizing concurrent events (academic forums, launch events, promotion conferences, cocktail receptions, etc.).

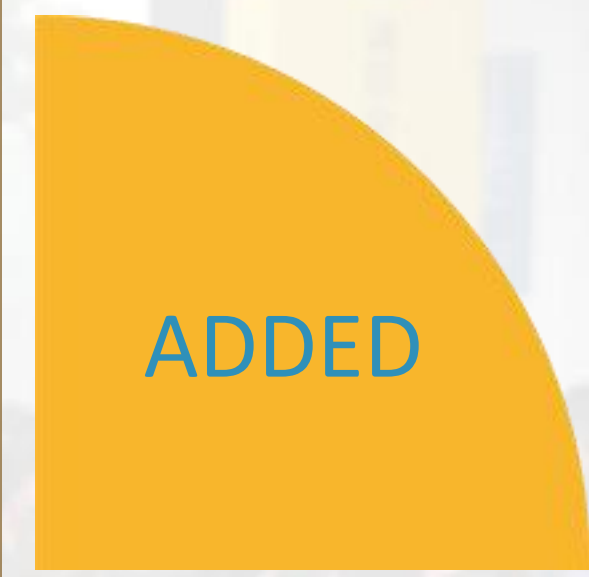
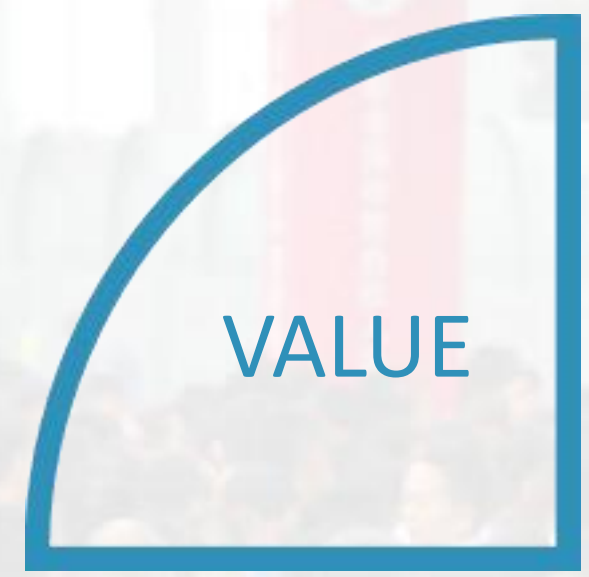
Regional channel distributor and kindergarten principal resource matching services provided according to exhibitors' needs.





VALUE-ADDED SERVICE

Promotion on the official WeChat public account of the exhibition for exhibitors;



Featured promotion of exhibiting companies on the exhibition's official website and Xiaohongshu (Little Red Book);

Featured promotion of exhibiting companies on the exhibition's official website and Xiaohongshu (Little Red Book);



Recommendation of regional agents for exhibitors and product order matching services.



CONTACT

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KEN共享

