

UK parenting expo The Baby Show launches in South Africa

UK parenting event brand, The Baby Show & #MeetUp, is launching locally, with the South African iteration of the event set to take place from 28 to 30 September 2018 at Kyalami International Convention Centre in Gauteng.



The Baby Show in the UK. Image credit: Clarion Events

Organised by Clarion Events and sponsored by Pampers, the expo will provide dedicated seminars, features and facilities aimed at parents-to-be and parents with children aged 0-4. The South African event is also being produced in collaboration with industry expert and author Meg Faure.

In the spirit of modern parenting, the extended family and supportive friends are all invited, with the focus being to learn, prepare, test and try together before you buy.

"A tried and tested model running for 16 years, The Baby Show UK serves over 70,000 families annually, mainly first time parents who have a necessity to seek out essential products and services alongside leading experts, in an environment that is hassle-free, baby friendly and empathetic to ensure a great family day out for all involved," says Nicole Muller, portfolio director for Clarion Events.



"We are looking forward to offering the same life-changing experience to new and expectant parents here in South Africa. We are delighted to be joining forces in our inaugural year with SA's number one baby expert Meg Faure, and working at a headline level with the world's leading baby brand, Pampers," she continues.

Since 2001, Faure has created and hosted parenting brand The Baby Sense Seminars. In 2017 she launched a TedEX-style seminar series named #MeetUp which includes *Pregnancy Sense*, *Baby Sense*, *Parent Sense* and *Sleep Sense*. All series will be integrated into The Baby Show SA, delivered in a unique thought-leadership style format.

"Supporting parents in their journey is the focus of all my work, from books like *Baby Sense* to seminars and talks," said Faure. "It has always been a dream to combine my seminars with an interactive and educational exhibition."

Other brands lending their expertise to the weekend's festivities include Medela, Colief, Floradix, Old Mutual, Tommee Tippee, Stokke, Bugaboo, BeSafe and Babies R Us.

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