



Moises Garcia
首席执行官 CEO
Moodelli

What do you think is the main attraction and challenge of the China market?

The main attraction is to be selling in a large growing market that really is looking for quality products but the challenge is to reach brand awareness in such a specific market. We would like to develop a do-able and coherent strategy to be online and offline and reach brand awareness as soon as possible.

您认为中国市场最大的吸引力和挑战是什么?

中国市场不仅规模庞大, 且对高品质产品有着极大的需求, 这对Modelli来说无疑是最大的吸引力。但与此同时, 如何在竞争如此激烈的市场环境下建立起品牌的知名度, 自然也就成为了我们目前所面临的巨大挑战。

为什么选择贝贝奥托作为进入中国市场的合作伙伴?

最主要的原因是, 贝贝奥托团队和我们的

团队一样, 对Modelli的产品、设计、质量以及品牌都十分热爱, 并且充满信心。我们相信, 借助他们在中国婴童市场多年的运营经验, 我们的品牌会逐渐发达壮大。

今年是我们第一次参加CBME婴童展, 主要目标是通过品牌代理商在中国市场建立起品牌知名度。中国市场的规模、渠道、媒体平台及消费者都具有独特的特点, 所以, 我们认为只有选择贝贝奥托这样的合作伙伴, 才能在中国市场取得品牌的成功。

Why do you choose Babyauto as your partner in the China market?

We chose Babyauto as our partner because we share a point of view about the business in this sector. As well, at Babyauto all its team have fallen in love with our products, designs, quality and brand. Now as our partner I know moodelli will grow successfully in China because of their many years' experience in this market.

This is our first time exhibiting in

the Expo, our aim is to launch the brand through our partner Babyauto in China. China's baby care market is very specific in terms of market size, distribution, different social media platforms and mainly the differences between consumers. Babyauto has been specializing in the Chinese market and nursery sector since many years and we find that without a real partnership in China a brand like moodelli can not be successful.



Emanuel Baur
亚洲区大客户经理
Key Account Manager, Asia
瑞凯威儿童安全座椅有限公司
RECARO Child Safety GmbH & Co. KG

What's STM's main objective to attend CBME?

We have been here in the China market for quite some time. But this year, with our new local partner — Westward, and new products, we aim to leave Chinese consumers a new distinctive image of STM, that we are a quality brand with positive growth and bright future.

Regarding our new partner, Shenzhen

STM此次参展的主要目标是什么?

STM品牌进入中国市场已经有相当长的一段时间了。但今年, 我们不仅带来了新的产品, 还确立了新的本土合作伙伴, 这使得STM此次的亮相有了一些与以往不同的目的。我们希望通过此次展会, 在中国消费者心中建立起新的品牌形象——STM不仅是历史悠久的优质品牌, 同时还孕育着积极的拓展计划与光明的发展前景。

深圳西为进出口有限公司是我们在中国市场建立的新伙伴。他们不仅对STM的品牌价值和产品优势有着深入的

理解; 并且, 在汽车行业也拥有着丰富的运营经验。所以, 我相信双方的合作定能为STM在中国市场获得更多的发展锦上添花。

您认为中国安全座椅市场有哪些新特点?

近年来, 随着中国政府对于儿童道路安全法律法规的不断出台, 在如今的婴童市场中, 安全座椅品类的地位已变得愈加重要。不仅如此, 中国百姓对于儿童安全座椅重要性的认识也在不断提高。因此, 中国市场的整体发展可谓是积极向上的。(图为深圳西为进出口有限公司总裁李竺杭)

Westward Import & Export Co., Ltd., they are very professional with a deep understanding our brand value and product superiority. What's more, they have accumulated rich experience in automotive business. Based on these, I am sure that we together will build STM a more prospective future in the China market.

what new features have you found in Chi-

na's child car seat market?

Thanks to government regulation here in, I think child safety is getting more important among the market. And also, people's awareness of how important the child car seats to baby's safety has also been increasing. In a word, the market is growing very well. (Image right is Henry Li, CEO of Shenzhen Westward Import & Export Co., Ltd.)