

PRODUCTS FOR CHILDREN GALA



NOVEMBER 24TH, 2022

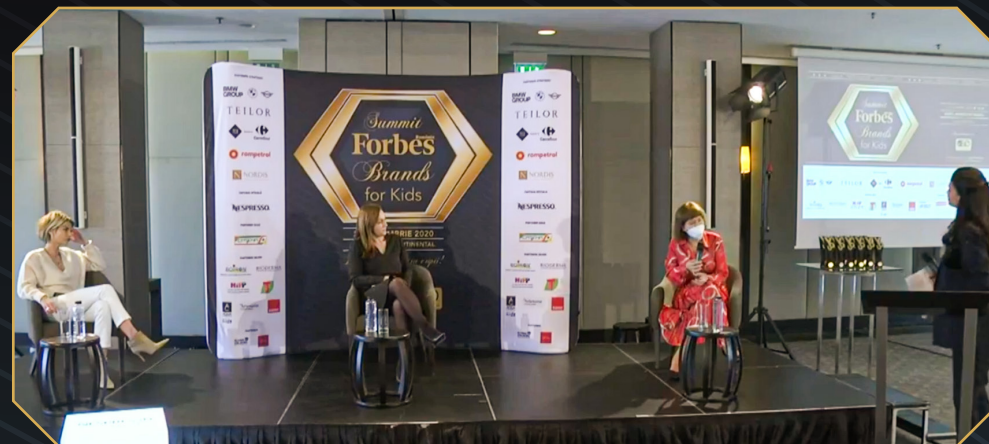
GRAND HOTEL BUCHAREST

For love of children!



ABOUT

To produce and sell a product for children is not just a business but also an act of huge social responsibility. The Romanian market of products for children, be them of import or local production, seems to be quite rich and tempting. But how safe are they, how well they meet the quality criteria, how much confidence do consumers have in them? These are the questions to which the magazines **Forbes Romania** and **Forbes KIDS** have proposed to find an answer from the source itself, from parents. Based on their answers we made a top list of trust, which can be a signal for the start of another kind of competition: the responsibility and adequacy to the requirements of the Romanian family.



ABOUT

Summit Forbes Brands For Kids will tackle themes related to branding and will debate topical subjects relating to nutrition, care, health and last but not least, lifestyle. We bring on the same stage brand representatives, consumers and authorities (from medical, education and psychology sectors). The event is structured on three panels coordinated by the mommy and TV presenter - Ela Crăciun.

We have 150 guests, representatives of award-winning brands, reputable retailers, bloggers, influencers and stars. The event will be advertised in print, online and social media, the Facebook Forbes page has over 100,000 fans.



THE AGENDA OF THE PREVIOUS EDITION

08.00 – 09.00 / **REGISTRATION AND WELCOME COFFEE**

09.00 - 10.00 / **WELCOME ADDRESS AND THE OFFICIAL
OPENING OF THE SUMMIT**

Forbes Romania
Ministry of Health
Ministry of Education
D&D Research

10.00 - 10.45 / **1ST SESSION** / VISION AND MISSION - Trend of
brands Food&Drink in 2019

10.45 - 11.30 / **2ND SESSION** / TRUST - Secret of brands for
health and care

11.30 - 12.15 / **3RD SESSION** / FAMILY and abc of the little consumer

12.15 - 13.00 / **AWARD SESSION**



RESEARCH

For the formation of this top list, the magazines Forbes Romania and Forbes KIDS collaborate with the company D&D Research and make a vast survey of the consumers' opinion at the level of the whole country.

SELECTION CRITERIA:

◆ Quality ◆ Safety ◆ Trust

TARGET:

Women - aged between 22 and 40 years old

- ◆ Who have children aged between 0 and 7 years old
- ◆ Who live in towns of Romania with over 50,000 inhabitants (41 towns)

THE PARTICIPANTS ARE ASKED:

- ◆ To specify which products from the categories listed below they use for their child
- ◆ To name the brand in which they trust (for each category of products)
- ◆ To say which brand is the safest for their child
- ◆ To name the brand with the highest quality level of each



CATEGORIES OF PRODUCTS

1. Still and mineral water for infants
2. Still and mineral water for children
3. Meat preparation brand (salami and sausages)
4. Meat brand (chicken, pork, beef, etc.)
5. Bio purees for infants
6. Body care products for children (available in hypermarkets and supermarkets)
7. Dermato-cosmetic products for children with sensitive skin/allergies
8. Infant rearing products (various devices: sterilisers, heaters, equipment for child room etc.)
9. Romanian milk brand and dairy product brands
10. Detergent brand for children
11. Diapers brand for babies
12. The Hypermarket with the most suitable range of products for children
13. The brand of food supplements for children
14. The private network of paediatrics clinics



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