



KEY INTERNATIONALISATION ACTIVITIES FOR THE EUROPEAN CHILDREN'S SECTOR

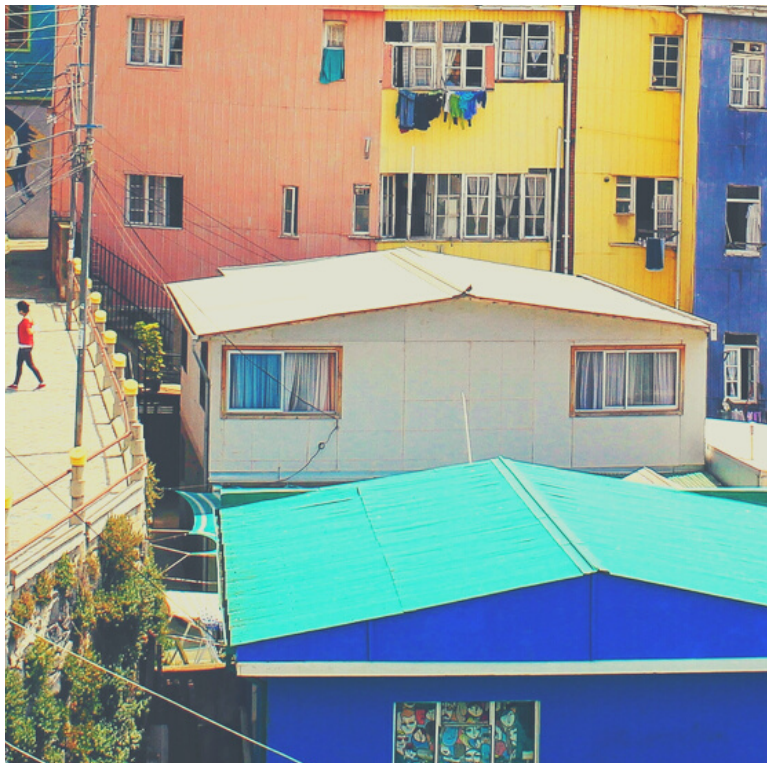
LET'S EXPLORE SOUTH AMERICAN. JOIN EXPORT TRIP TO CHILE WITH THE KIDS PROJECT

CHILE 3.-7. JUNE 2024

Elevate your KIDS brand to new horizons! Join us on an exclusive delegation tour to Chile



Credits: Dansk Arkitektur Center, DAC Slide artist: Carsten Höller





DELEGATION TOUR TO CHILE: EXPLORE, CONNECT, THRIVE

Elevate your KIDS brand to new horizons! Join us on an exclusive delegation tour to Chile, the gateway to endless possibilities for toys, clothing, and furniture, with a special focus on the baby segment.

Date: June 3rd - June 7th, 2024

Support: Receive a generous subsidy of 1.500 euro to support your expenses for travel and hotel. .

Why Should You Join Us?

Networking: Connect with industry leaders and fellow KIDS brand enthusiasts from Denmark, France, and Spain. Exchange experiences and ideas with like-minded professionals in the industry.

Understanding Chile Culture: Delve into Chilean culture and understand how families shop for children's products. In a country where family sizes are smaller, quality is prioritized in children's lifestyles. Learn how this influences consumer behavior.

Visit Stores: Gain insights into the purchasing process by visiting local stores and see how products are presented and sold in the retail sector.

Explore Collaboration Opportunities: Meet with agents, distributors, and online platforms to explore potential collaborations and partnerships in the Chilean market.

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What We Offer:

- A comprehensive program designed by specialists in the Chilean market.
- You will be responsible for covering your own expenses for food, accommodation, and transportation.
- Receive a generous subsidy of 11,000 DKK to help cover your costs.

Itinerary Highlights:

- Day 1: Initial meetings with experts and department stores, followed by a typical Chilean dinner.
- Day 2: Individual meetings tailored to your company's needs, with a special dinner.
- Day 3: Visits to shopping centers, lunch at a nearby location, and optional recreational activities.

This is a unique opportunity to expand your horizons, establish international connections, and immerse yourself in the vibrant Chilean KIDS market. Don't miss out on a journey filled with inspiration and business growth!

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