



March 22, 2023

09:00 a.m. - 4.30 p.m.

[Register here](#)

Danish Kids conference within lifestyle

The Danish lifestyle Children's segment has been praised globally with focus on Children's mobility and learning while playing. The Danish lifestyle and values on how kids will have the best prerequisites for a good future have been the base of many Danish lifestyle brands positions and successes international.

With this conference we will look into the future and possibilities for new markets, innovation, sustainability and research and development collaborations. The conference will be facilitated by Mattias Hundebøll; a Danish journalist, TV host, public speaker, podcaster, influencer and children's book author. Lastly the conference will have pitching of the 3 runners up on the yearly Hoppekids award and the audience will participate in voting for a winner.

The target group is: Danish and Nordic companies with the kids' segment, participants in the European KIDS project and their member. The conference will be in English.

Place & Address: Lifestyle & Design Cluster HQ. Birk Centerpark 38, 7400 Herning, Denmark.

[Register for the conference here](#)

Registration deadline: 15th March.
No fee for participation.

 Danmarks
Erhvervsfremmebestyrelse



Co-funded by
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 Lifestyle & Design Cluster

DM&T
DANSK MODE & TEXTIL

 design
skulptur
holding

hoppekids
LÆR NÅR DU LEGER

PROGRAM

09:00 - 09:55 a.m. *Check in & light breakfast*

10:00 a.m. *Welcome and program for the day*

10:10 -11:00 a.m. *Designing for Kids* – keynote: Professor Krystina Castella, Art Center College of Design, California USA

11:00 - 11:20 a.m. Presentation of newest report *EU children industry potential & opportunities* - **KIDS EU project** ([link to report here](#))

11:20 - 11:50 a.m. *Interest from new markets in Danish children's products panel discussion*: **FLEXA** - Carsten Dan Madsen, CEO, **Modu** - Thor Vagner, Head of Sales, **MINI A TURE Copenhagen** - Signe Tholstrup, CEO & Owner

11:50-12.30 p.m. *Development in the online segment for children's products*: **Mammashop** - Mads Vagner, Herlev Partner & CEO, **Luksusbaby** - Morten Grabowski Kjær, Founder & Owner, **Greenweez** - Chloé Devos, Business Developer Marketplace (FR)

12:30- 1:30 p.m. Lunch

1:30-2:15 p.m. *Research and development into the subject around Kid and company collaborations*: Sune Klok Gudiksen, PhD, associate Professor & Pia Viuff Schytz, Senior Designer - **Design School Kolding**

2:15 - 2:45 p.m. *Innovation & Sustainability*: **Green Cotton** - Sanne Nørgaard, Managing Director, **Sebra Interiør** - Mia Dela, Creative Director, **Konges Sløjd** - Mie Tingsager Nielsen, Environmental, Social & Corporate Governance Manager, **MINI A TURE Copenhagen** - Marianne Haaber Ihle, Supply Chain Manager og ESG ansvarlig, **DM&T** - Marie Busck, Head of Sustainability.

2:45 - 3:00 p.m. coffee and cake

3:00 - 3:45 p.m. *SO/ME where do we communicate and in which ways*: **Mattias Hundebøll** - Journalist, TV host, public speaker, podcaster, influencer & children's book author, **Virtuall** - Jonas Wallengren, Co-founder & CEO.

3:45 – 4:20 p.m. *AWARD: Hoppekids award*

