

Background

- In China, children with autism are lovingly called “children of the stars”. According to *Report of Development of Children with Autism in China* released in 2014, China may have a total of over 10 million patients with Autism including over 2 million 0-14-year-old children; the topic of “Help the Handicapped Day” in 2015 is concern on care for children with Autism.
- As the leading event in the child, baby and maternity products industry in China, CBME China is not only a business platform, but also a pioneer in social giving. We hope that with our initiative more companies will be more aware of their social responsibility. We highly encourage everyone in the industry to do their part.
- After evaluating a few agencies and NGOs, we decided to partner with China Association of Persons with Psychiatric Disability and their Relatives (CAPPDR) and WU CAI LU, one of the foremost schools in China specializing in the care of autistic children.

Always

Unique

Totally

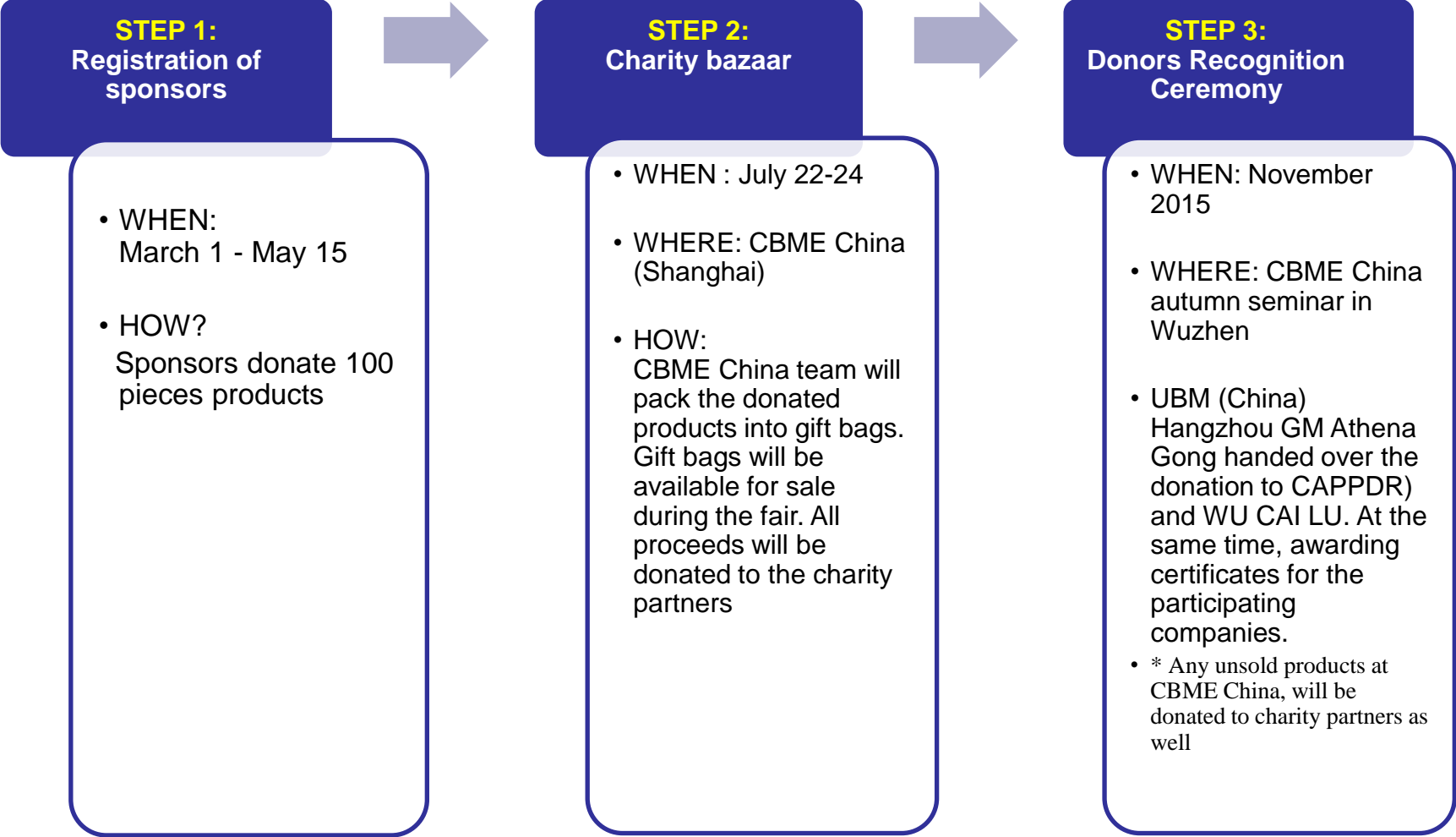
Interesting®

SOMETIMES

MYSTERIOUS



Program details



Charity bazaar during CBME China 2015



星 孕婴童展
CHILDREN-BABY-MATERNITY EXPO
C H I N A 童装展

UBM

守护星星的孩子

关注自闭症儿童大型慈善义卖活动

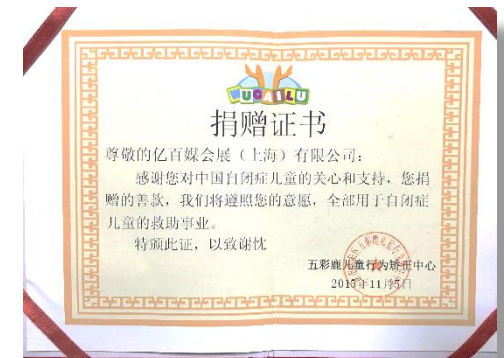
UBM

The graphic features a blue background with several yellow stars of varying sizes. In the center, a child is depicted sitting inside a glass bottle, with a green stem and leaves extending from the bottom. The text '守护星星的孩子' (Protect the Star Children) is written in large, bold, yellow characters. Below it, the subtitle '关注自闭症儿童大型慈善义卖活动' (Attention Autism Children Charity Sale Activity) is written in white. The UBM logo is visible in the top right corner.

42 baby products suppliers donated their products for the program. They were put on sale during CBME China in July as part of the fundraising effort of the program

Results

- With the donation from 42 enterprises, plus contribution of CBME China onsite attendees, CBME China raised and donated RMB 220,000
- On November 5, 2015, during CBME China's annual autumn seminars. The donated amount was turned over to CAPPDR and WU CAI LU. At the same time, CBME China, together with these two organizations, gave certificate of participation to the 42 companies who partnered with us to make this a success. As an event organizer conscious of its social responsibility, we aim to create awareness in the industry and drive more people in the industry to take on their social responsibility.
- CAPPDR will publish a book "Applied Behavior Analysis: Theory and Practice" to aid and train teachers on how to deal with autistic children. Specialized teachers for autistic kids are in short supply in China. At the same time give free educational sessions for parents dealing with autistic children. WU CAI LU will host free therapy sessions for underprivileged autistic kids and driving the social awareness.



Next steps

CBME China wants to encourage and partner with more companies to embrace their social responsibility to help improve lives of kids and their families, making an impact to the society. CBME Charity program is from the industry, by the industry, for the industry. After CBME China 2015 Charity Program, UBM China Hangzhou General Manager Ms Athena Gong announced to extend the Charity Program to 2016 to benefit underprivileged kids and family in China.

