



## Childhome joins the Royals' state visit to the Republic of Korea

From 24 till 28 March 2019, King Filip and Queen Mathilde of Belgium visited the Republic of Korea. Upon invitation of his Majesty the King Childhome, the Belgian manufacturer of baby products and furniture, joined the trade delegation made up of politicians, businesspeople and academics.

The program included a wide range of visits and activities in Seoul, with the highlight being the signing ceremony on Wednesday, March 27th. During this ceremony Childhome concluded an agreement with their Korean partner to strengthen and develop their relationship.

"We feel deeply honoured to be invited by our King and Queen for this State Visit. This State Visit emphasizes the importance of our business relations with the Republic of Korea and we are proud to be able to contribute to a good cooperation." so says Xavier Rodrigues, Managing Director at Childhome.



In 2015 Childhome opened their first flagship store in Seoul. With Seoul being one of the most densely populated urban areas and trendy cities in the world, the city was the perfect place to reinforce the brand image of Childhome in the fast growing Asian market. Customers can visit the showroom of the distributor - Childhome Korea - to experience the high quality Belgian designs and innovative products of Childhome.

The fact that the products of Childhome are popular on the Asian market, was confirmed once again in January this year. Childhome won the Best of the Fair Award at the HKTDC Baby Products Fair in Hong Kong (China) with their popular high chair, the Evolu ONE.80°. The experts praised the Evolu ONE.80° high chair for its adjustable height, swivel function and beautiful design.

Childhome, incorporated and ensouled by Stefan & Nathalie Aerts, is a Belgian manufacturer of baby products. Their philosophy is based on improving the lives of young parents. Whilst designing their products in the best interest of a child, they always stay true to their four core values - Innovation, Comfort, Safety and Passion. Currently, Childhome is available in over 50 countries worldwide. But they keep expanding. "Childhome is a company with worldwide ambitions. We have proven this again in February this year by opening our own office and warehouse in the United States." so says Stefan Aerts, founder of Childhome.

[www.childhome.be](http://www.childhome.be)