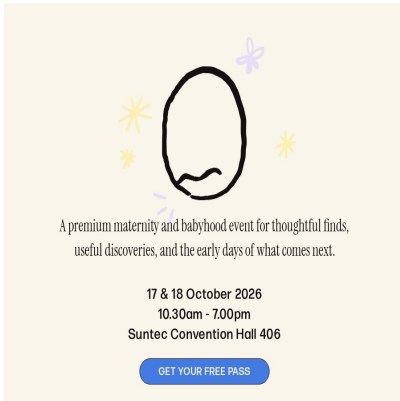


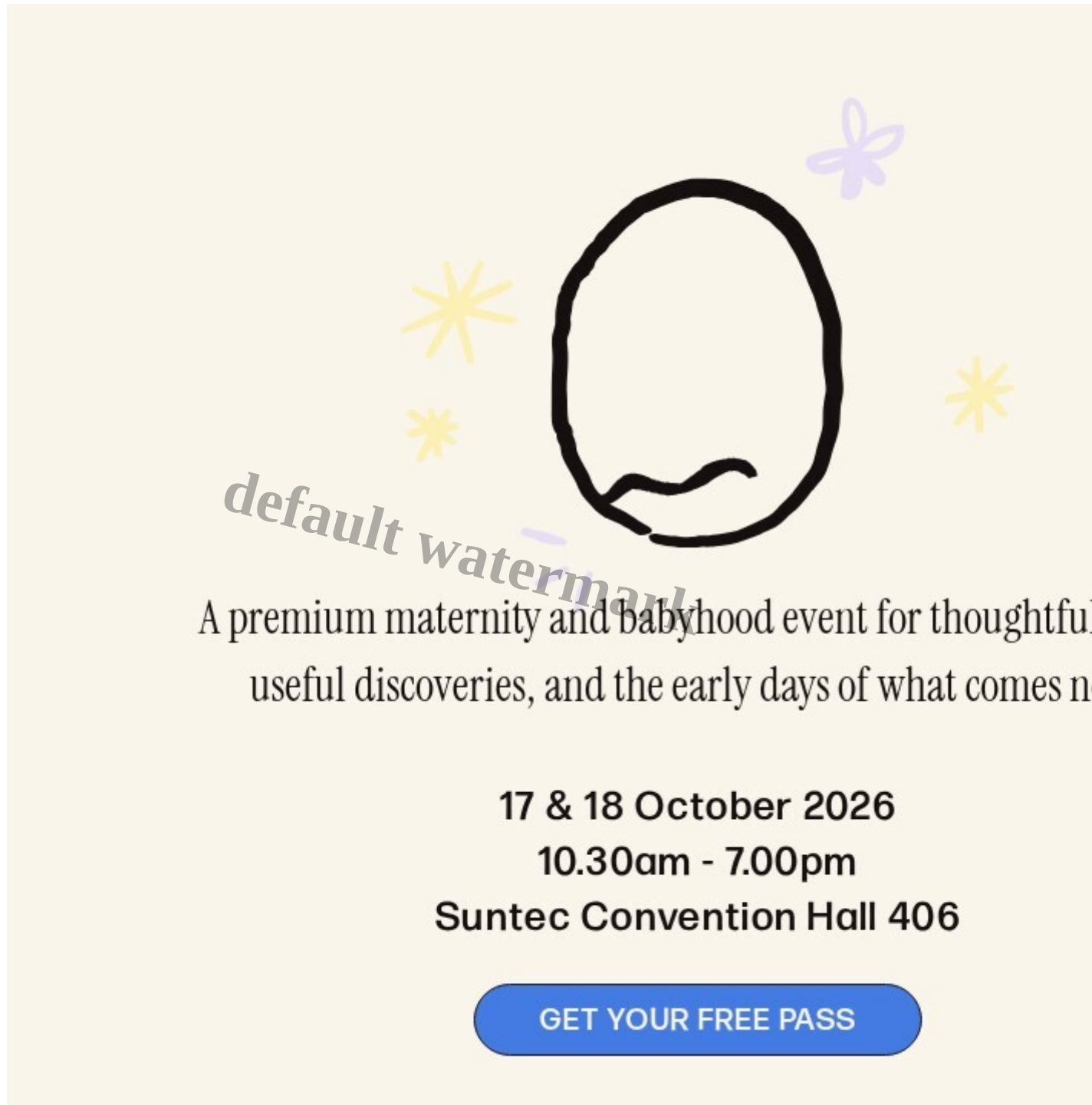


Hatcheed baby fair brings more than 50 maternity and baby brands to Suntec on 17 and 18 October, free to enter

Description

Hatcheed, a maternity and baby fair, runs at Suntec Convention Hall 406 on Saturday 17 and Sunday 18 October, from 10.30am to 7pm, and entry is free for the whole family. [Hatcheed](#) has 54 exhibitors and sponsors on its brand list, from car seats and bottles to postpartum care, lactation support and maternity wear.

The fair is indoors on Level 4 of the convention centre, which matters this weekend. At 5am on Saturday the 24-hour PSI was 194 in the central region, in the unhealthy band.



Hatcheed runs at Suntec Convention Hall 406 on 17 and 18 October. Photo: Hatcheed

Getting in

The free pass covers the whole family on both days and is claimed through the Get Your Free Pass link on Hatcheed's site. Suntec Convention sits between Promenade and Esplanade MRT stations, and links underground to City Hall through CityLink Mall, so the trip can be made without stepping out into the haze.

Hatcheed has nursing rooms and baby changing stations on site, so a feed or a nappy change does not mean leaving the fair. The hours run through the afternoon on both days, which gives families with a newborn room to arrive after a morning nap.

The workshops

The programme leans practical rather than promotional, and much of it is built for both parents.

- Daddy's Baby Guide covers how Mum and Dad can read a baby's cues, respond with confidence and share care from day one, using real-life scenarios.
- Birth Partner Bootcamp, by Blooming Births and Pride and Joy Birth, works through communication, emotional support, labour positions and comfort techniques for the partner in the delivery room.
- Infant Development is a hands-on session on how gentle touch, massage and skin-to-skin contact support a baby's sensory development and the bond with a parent. It costs S\$30 per family.

Birth Discovery has hands-on sessions on labour comfort techniques, HypnoBirthing and connected birth, and butterfly touch massage for pregnancy, baby and postpartum recovery.

For breastfeeding mothers, Tender Loving Milk runs nipple measurement and flange sizing, a short activity on finding the right breast pump fit. A lactation massage trial with a therapist offers a personalised session on breast fullness and comfortable milk flow. Orchard Clinic runs a 10-minute Emsella experience on postpartum care.

No session times have been published for any workshop, and no booking limit is stated.

Who is exhibiting

Baby products make up the largest group, with 30 names. They include Britax and Baby Jogger for car seats and strollers, NUK, b.box and Ardo for feeding and pumping, GUND and LeapFrog for toys, and TravelTod, BUME, Pupsik x Moyuum, The Dinky Shop and INFANTREE.

Twelve exhibitors offer wellness and care services, among them ADDITION Pre and Post Partum Care, Go!MAMA, The Osteopathic Centre, Mummy Baby Care, Inspire Mum and Baby, Kindle Space and Happie SG.

Fashion and accessories come from Envy Her Singapore, Oceanova, The Tiny Otter and Baby Carriers Rental SG. Families setting up a nursery will find Cellini and The Curtain Expert, and the rest of the list includes Singapore Lactation Bakes, Jungle Kitchen, Sunshine Pumpkin, Minted Moments and Orange Studios. CIMB Bank and Longbridge Securities also have a presence.

No show-floor prices or fair-only discounts have been published ahead of the weekend. Hall 406 is open from 10.30am to 7pm on both days, with Sunday 18 October the last day.

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Author

nuraisyah

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