

news +++ Toy & Edu China, Baby & Stroller China, Licensing China
Shenzhen World Exhibition and Convention Center, China, 8 – 10 April 2024



toy & edu
CHINA



baby & stroller
CHINA



licensing
CHINA

Toy & Edu China, Baby & Stroller China, and Licensing China open next week with international spotlight on over 1,400 exhibitors

Shenzhen, 1 April 2024. As the first comprehensive trading platform for the three industries following the Lunar New Year in China, buyers are gearing up to add new stock at the three concurrent fairs. Aligning with the traditional sourcing season, the shows offer a wide range of toys, educational products, maternity and baby products, as well as licensing and licenced products. Taking place again this year at the Shenzhen World Exhibition and Convention Center across four halls, the fairs will take centre stage next week from 8 – 10 April 2024, with a variety of brands in focus.

In this edition, with more than 1,400 exhibitors coming from seven countries and regions, buyers will have the opportunity to discover products originating from Germany, Japan, Korea, Taiwan, the US, and many more, spread throughout the 130,000 sqm show floor.

Well-known brands making debuts

Constantly on the lookout for innovations, fairgoers will be able to explore new exhibitors at the three-day platform. These include **4M**, **Bangwool**, **Bandai**, **Joyworks**, **Sega** and **Welly** from Toy & Edu China; **Naloong** and **Trolls**, two popular IPs from Licensing China; as well as **Abon**, **ACLOSMIL** and **coolbaby** from Baby & Stroller China.

Other featured exhibitors include:

Toy & Edu China: Burago (Italy), fischertechnik (Germany), Jawbones (USA), Plus-Plus (Denmark) and Zing (USA)

Licensing China: B.Duck, Dream Castle, Iconix, Medialink and Youyang

Baby & Stroller China: BBH, Rastar and Roadmate

International buyers show strong interest

With the steady resumption of global travelling and China's recent announcement of favourable visa-free policies, global buyers have already signalled their sourcing intent. Potential visitors covering over 30 countries and regions across Asia, Australasia, Europe, North America and South America have already pre-registered for this edition. Notably, over 200 VIP buyers from 16 countries and regions including Germany, Indonesia, Korea, Malaysia, Myanmar, Taiwan, the US and Vietnam, have already begun planning their onsite schedules.

A robust list of buyer delegations is a crucial indicator of sourcing intent, with the fair set to welcome 12 diverse delegations representing various industries. The hosts for these designated buyer groups include:

- Chinese Animation & Comic Publishers Association (CCPA)
- Korea Creative Content Agency (KOCCA)
- Korea Culture Contents Licensing Association (KOCLA)
- Korea Toy Industry Cooperative (KTIC)
- Myanmar Retailer Association
- New Taipei City Computer Association (NTCA)
- Post-Production, Animation & Creative Content Association Malaysia (POSTAM)
- Taipei Multimedia Production Association (TMPA)
- Taiwan Character Brand Licensing Association (TCBLA)
- Taiwan Toy & Children's Article Manufacturers Association (TCMA)
- Thai Animation and Computer Graphic Association (TACGA)
- Thai Toy and Children Product Association

'World of Play' returns to discuss global industry trends

The well-recognised fringe event is set to return this year with even more captivating sessions to keep industry insiders abreast of international market trends and developments in the constantly evolving toy industry. Through seminars, presentations, roundtable discussions and networking sessions, with a series of events under the 'World of Play' umbrella, the flagship 'World of Play' Summit will feature renowned global toy experts, set to share their latest insights, and better prepare industry players for current and future developments. Featured speakers will discuss the following pertinent topics:

- Andrew Kamody (Canada) and Christopher Byrne (USA): 'Building your Private Label Business'
- Brendan Boyle (USA): 'Building a Culture of Innovation'
- Emile Kalis (Netherlands): 'The Future of Educational Toys & Play Based Learning'
- Fabien Pacory (France): 'Changes on Sino-EU business environment and impact on Toy and Baby Industry'
- Joseph A. Farco (USA): 'TOY IP – How to Make Your Fun Without Getting in Trouble'

Alongside 'World of Play', the three-day fair will feature over 10 fringe events providing up-to-date industry insights for audiences across different sectors. Highlighted events include:

Toy

The Marketing & Sustainability Development for the Toy Industry Forum and Livestream Social Commerce – Practices and Trends will touch on new industry trends and online retail marketing skills. The Toy Award Display Area will also showcase selected premium toys in the Chinese market, created by both domestic and international designers.

Education

Bringing in early childhood education experts and practitioners from the Greater Bay Area and around the world, the Greater Bay Area Pre-school Education Innovation and Development Forum will serve as a platform for in-depth discussions on topics such as

student enrollment strategies, implementation of kindergarten curriculum and programme, and many more.

Licensing

Scheduled as well is the return of Greater Bay Area Brand Licensing Industry Development Forum 2024, which will explore the latest future trends in the licensing industry. During the two-hour conference on the second day, a house of experts will evaluate challenges and licensing opportunities integrated with AI applications, sustainable development and other fields.

Furthermore, a series of exclusive industry networking events and tours will also help fairgoers in strengthening business connections and sourcing solutions, with planned functions such as happy hour sessions, a cocktail reception, and VIP and group buyer tours. Once again, the business matching service will facilitate the interconnection between businesses and their targeted suppliers and clients, enabling efficient and seamless trade.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by the Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

Press information and photographic material:

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

Social media and website:

<https://www.facebook.com/sztoybabyfair/>

<https://www.facebook.com/szlicensingfair/>

<https://www.twitter.com/sztoybabyfair>

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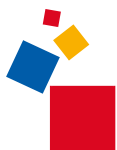
<https://www.youtube.com/@sztoybabylicensingfair>

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://licensing-china.hk.messefrankfurt.com/shenzhen/en.html>



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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2023