

A platform you cannot miss

Direct sourcing Perfect timing From thousands of At the annual sourcing season domestically and internationally

Easy access

Expertise With over 35 years of history and industry

Fair at a glance Show scale – **130,000 sqm** exhibition space (2024)



1,420 exhibitors from 7 countries and regions (2024)



67,295 visitors

from **70** countries and regions (2024)

Product groups – toys & hobby products













Product groups – baby products













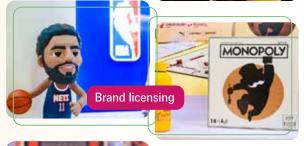




Product groups – licensing











What type of suppliers can you meet in our fairs?



manufacturer







Exit C1, C2)

the venue.

From Shenzhen North Railway Station (high-speed train) Taxi: approx. RMB 120 (around 1 hour and 10 mins)

*Dozens of high-speed trains operate each day shuttle between Shenzhen North Railway Station and Hong Kong West Kowloon railway station

**Please ensure you have a valid travel document or visa

By plane
From Shenzhen Bao'an International Airport

Metro: Shenzhen World North Station (from line 20 and 12,

Coach to Shenzhen Bao'an International Airport: approx.

RMB 170 (around 120 mins), then take a taxi or metro to

Taxi: approx. RMB 60 (around 45 mins)

From Hong Kong International Airport



There are numerous hotels available for selection, catering to various budgets and preferences. Please feel free to contact us for more details.





Limited offer

Join the VIP buyer programme to enjoy free hotel stays. Please contact us for more details.

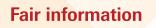
*Terms & condition applied



In light of the recent announcements by the Chinese government, citizens from selected countries can now enter China easily due to various visa-free policies.



Scan above for China VISA updates



Date and time:

7 – 8 April 2025 (Mon – Tue): 9:00 – 17:00 9 April 2025 (Wed): 9:00 – 16:00

Shenzhen World Exhibition & Convention Center (SWECC) No.1 Zhancheng Road, Fuhai Street, Bao'an District,

Shenzhen, Guangdong, China

Next to Shenzhen Baoan International Airport

(Airport IATA code: SZX)

Fair type:

B2B, target for trade business

For trade buyers aged 16 or above only. Free of charge

If you have never attended the fairs before, get a glimpse by browsing through the show photos and videos below:



Pre-register now!



Messe Frankfurt (HK) Ltd

35/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong

+852 22<mark>30 9237</mark>

Email: toy@hongkong.messefrankfurt.com





the world and within your business trips





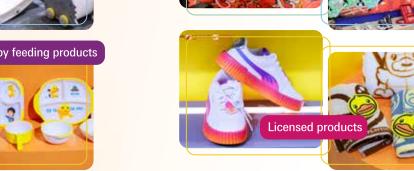












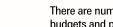






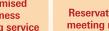
Interpreter

service



Add-on services for international buyers







and more ..

Forums and seminars to provide market insights and know-how

