

Fact sheet



7 - 9.4.2025
SHENZHEN, CHINA

Fair name Toy & Edu China 2025 – The 37th Shenzhen International Toy & Education Fair

Fair date 7 - 9.4.2025 (Mon - Wed)

Location Shenzhen World Exhibition & Convention Center
No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China

Exhibition space 130,000 sqm (2024, including Baby & Stroller China and Licensing China)

Exhibitor Over 1,400 (2024, including Baby & Stroller China and Licensing China)

Product group

Multiple Toys	Educational Products
<ul style="list-style-type: none">• Electronic toys• Wooden and paper toys• Dolls, plush and soft stuffed toys• Construction sets and blocks• Inflatable toys	<ul style="list-style-type: none">• Outdoor & sporting goods• Cycling toys• Hi-tech toys• Models and miniatures• Creative & craftwork• Musical toys
	<ul style="list-style-type: none">• Pre-school educational products• Pre-school electronic products• Pre-school amusement play-sets• Educational toys
	<ul style="list-style-type: none">• STEM/STEAM tools• Teaching aids• Kindergarten equipment and supplies• Special education needs (SEN) tools• Books & publication

Special zone International zone

Fringe programme Toy Award
World of Play Summit
Greater Bay Area Pre-school Education Innovation and Development Forum
Marketing & Trend Forum
Networking Events
Business Matching Service

Visitor admission fee Free-of-charge. For trade visitors only. Persons under 16 will not be admitted.
*Open to public on the last day from 12pm

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