

Press release

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Extensive range of products along with inspirations at this week's Toy & Edu China and Baby & Stroller China

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Toy & Edu China and the concurrent Baby & Stroller China are known as the region's most effective sourcing platforms and industry gatherings, where innovative products and ideas are on offer. To cater to the booming toy market in China, this annual event will open this week from 8 – 10 April at Guangzhou Poly World Trade Center Expo, providing a wide range of toy and baby products and offering insights on the current market and trends.

“Thanks to positive market prospects and the continued support from the industry, the shows have been expanding in terms of scale and influence every year. In response to the promising educational product market, the fair has been renamed to Guangzhou International Toy & Education Fair (Toy & Edu China), implying more emphasis on and opportunities for the educational product sector. The product spectrum is thus widened,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd said.

This year's shows feature over 1,100 exhibitors in eight halls, and the fair highlights include:

- International Zone: accommodates brands from Australia, Denmark, Hong Kong, Japan, Korea, Russia, Taiwan and the US, featuring some of the world's highest quality and innovative items including TY's plush toys, IKONIH's wooden toys, Goula's wooden puzzles and more. In addition, the Hong Kong Greater China SME Alliance Association will be organising a pavilion consisting of 25 exhibitors from the Hong Kong toy and licensing sector.
- Leading domestic brands such as QMAN, Sluban, Muwan and Double Eagle will present their quality products including building blocks, pre-school learning systems and STEAM (Science, Technology, Engineering, Art & Mathematics) toys, while there will also be a whole range of electronic & electrical toys, hobby models, dolls, plush & soft stuffed toys, strollers & ride-ons, scooters, tricycles and more to be discovered.
- Domestic and international licensors will be showcasing in the Animation & Character Licensing Zone in which the Korea Culture Contents Licensing Association (KOCLA) is presenting seven companies from Korea. Visitors can also learn more about the licensing market at the 'Licensing Forum' on 9 April.

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- ‘Toy Talks’ and other seminars: industry authorities from Global Toy Experts, LIMA, Toys“R”Us Asia, Federal Government Affairs of The Toy Association and Tencent will be speaking on the current and future toy market at the ‘Toy Talks’ forum. There will also be seminars discussing domestic marketing, STEAM education and kindergarten business.

Shows relocate to Shenzhen in 2020 and will be joined by new Licensing China fair

Next year will see the relocation of both Toy & Edu China and Baby & Stroller China to nearby Shenzhen, taking place in the brand-new Shenzhen World Exhibition & Convention Center which is billed as the world’s largest exhibition venue. “The reason for this move is that we observe good prospects for Shenzhen due to its strong economic growth and increasing emphasis on the cultural and creative industry. Shenzhen’s location within Guangdong Province ensures that the fairs will still benefit from the region’s manufacturing strengths as well as the new Greater Bay Area initiative. So we are convinced that the relocated shows will attract more exhibitors and buyers over time. Furthermore, with the China government’s support of the Belt and Road initiative, we expect that our shows will also contribute to the growing trade in relevant sectors between China and South East Asia in the future,” Ms Wen explained.

Taking account of the strong development of the Animation & Character Licensing Zone, Licensing China will be launched in the same venue in 2020. “This new show will capture the potential in China’s licensing market and is expected to accommodate over 150 domestic and international licensors and agencies featuring animation character licensing, culture & art licensing, brand licensing, sports licensing, celebrity licensing and all kinds of licensed products. Our aim is for the three concurrent fairs in Shenzhen to attract more worldwide exhibitors and buyers, further facilitating the connection between the China toy market and the world,” Ms Wendy Wen concluded.

Toy & Edu China and Baby & Stroller China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. More details about the shows’ relocation and Licensing China will be announced in due course.

For more information, please visit www.chinatoyfair.com or www.chinababyfair.com.

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Further press information and picture material

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

Follow Toy & Edu China and Baby & Stroller China on social media

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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).

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

*preliminary figures 2018