



toy&edu
CHINA



baby & stroller
CHINA



licensing
CHINA

Press release

13 December 2019

Messe Frankfurt toy fair donates children's products to Macau charity

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Following steady growth, Messe Frankfurt's three concurrent fairs Toy & Edu China, Baby & Stroller China and the new Licensing China will relocate to Shenzhen in 2020, riding on the Greater Bay Area's strong momentum. While enjoying greater regional influence, the fairs also look to support local social initiatives. Messe Frankfurt partnered with Nam Kwong Culture and Creativity Industry to donate items to a local charity in Macau on 13 December 2019, as this year the key city of the Greater Bay Area celebrates the 20th anniversary of its handover to China.



“At the core of every trade fair is a community,” said Ms Wendy Wen, Chairperson of the Board of Management, Guangzhou Li Tong Messe Frankfurt Co Ltd. “Our Shenzhen fairs are an influential trading platform for the toy and baby product industry, and while we focus on business interests of exhibitors and visitors, we also want to contribute back to local society, and at the same time set an example to encourage our customers to do the same. So we are very happy to have partnered with Nam Kwong Culture and Creativity and utilised the resources that we have in order to help those in need. At the same time, it is very meaningful for us to support the community within the Greater Bay

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Area.”

“Through joining this charity event, we hope to encourage our business partners to support Macao's charity.” said Mr Ye Yan Kui, Deputy General Manager of Nam Kwong Culture and Creativity Industry Co Ltd. “It is great to have partnered with Messe Frankfurt to make a joint contribution to a great charitable cause.”

Gifts included laptops, children's tricycles, towels and bags. The donations were given to Macau Tung Sin Tong Charitable Society, which was founded in 1892, offering medical services and medication to citizens from their early days of establishment. Today, they also offer free education, daycare for children and activity centres for the elderly, and more. The society organises a fundraising campaign every November to December and has received generous support from different sectors. Ms Fok Lai Si, Director of the society, said, “We are very grateful to Messe Frankfurt and Nam Kwong Culture and Creativity for supporting our annual fundraising campaign. This festive gesture symbolises the strength of our community in the region.”

Next held concurrently from 6 – 8 March 2020 at the Shenzhen World Exhibition & Convention Center, Toy & Edu China, Baby & Stroller China and Licensing China are a prime business platform to access the China market. The fairs particularly offer a chance to explore business opportunities in the Greater Bay Area, a central government scheme that links nine major cities of South China's Guangdong Province, Hong Kong and Macau. The fairs are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd.

Messe Frankfurt is dedicated to contributing back to society and continues to support charitable initiatives around the world. Through its trade fairs and CSR projects, Messe Frankfurt strives to raise local public awareness for a number of important issues. In March 2019, the company supported a tree-planting event, CAPAS Arbour Day, which took place in Meishan, Sichuan, to promote the cultural and ecological development of the province. At Music China 2018, the fair featured the “Music Warms Our Hearts” autism charity project. An autistic children's band took part in a ‘flash mob’ performance at the show. Proceeds from the ticketing were donated to the Shanghai Education Development Foundation. The Paperworld China team also visited under-developed areas in Yunnan to provide much needed school supplies in 2017.

For more information, please visit:

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

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Notes to editors:

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Toy & Edu China
Stroller, Mother & Baby China
Licensing China
Shenzhen, China, 6 – 8 March 2020

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/SZTF20-PR5.html>

Further press information and picture material

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

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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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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 2019