Toy & Edu China, Baby & Stroller China and Licensing China postponed following government directive

As a result of an announcement from the Chinese government on 8 April that all large-scale events, including exhibitions, should not take place, the organisers of Toy & Edu China, Baby & Stroller China and Licensing China have decided to further postpone the fairs until later in 2020. Originally scheduled to be held in March, then rescheduled to late May when the Guangdong provincial government issued guidelines for businesses to resume, the three fairs will now take place in Shenzhen at a date still to be determined.

Ms Wendy Wen, Senior General Manager of fair co-organiser Messe Frankfurt (HK) Ltd commented: "It is unfortunate that the three fairs will not be able to take place in May, but we are fully supportive of the Chinese government's efforts to manage the domestic situation. Since the guidelines for work resumption were issued by the Guangdong government in March, which included the holding of exhibitions, the situation has changed markedly, so we understand the need to now restrict large-scale gatherings."

"Given the amount of travel restrictions currently in place around the world, and uncertainty over when these will be lifted, the later date will also give our international participants more confidence that they can attend the fairs when they resume," Ms Wen continued. "We will consult again with all the fair's stakeholders to find a suitable time, with the intention that the three fairs can serve as restart for the global toy, baby product and licensing sectors given all the time that has been lost in 2020 so far."

The Toy & Edu China, Baby & Stroller China and Licensing China fairs are due to be held in Shenzhen for the first time this year in the brand-new Shenzhen World Exhibition & Convention Center, relocating from their previous home of Guangzhou. Licensing China is a new addition to the portfolio of fairs for 2020.

The three fairs 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](#)

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Notes to editors:

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https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/SZTF20-PR8.html

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*preliminary figures 2019