



Press release

April 2022

'E-connect 360' now launched for global sourcing ahead of rescheduled Toy & Edu China, Baby & Stroller China and Licensing China

Karen Lau
Tel. +852 2230 9235
karen.lau@hongkong.messefrankfurt.com
www.chinatoyfair.com
www.messefrankfurt.com.hk

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Global industry players from the toy, baby product, and licensing sectors can now tune in digitally on 'E-connect 360' to access a series of online exhibition services ahead of the physical fairs in early May. To complement the in-person event, the returning virtual platform facilitates industry communication and knowledge sharing, presenting children-related sectors with a gamut of new business opportunities in the digital realm.

Whilst the fairs will open their doors at the Shenzhen World Exhibition & Convention Center from 5 – 7 May, as their original March show dates have been pushed back in order to support pandemic prevention efforts, the 'E-connect 360' platform launched on 30 March, addresses the industry demand for business networking and sourcing opportunities in the lead up of the in-person event.

"By introducing different digital features via the platform, we want to bridge the gap until the fairs take place this May, ensuring all participants can access the fairs' resources to interact and connect in a more flexible manner. In particular, the business matching service opens up more opportunities for buyers looking to engage with Chinese and international brands and suppliers," Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained. "When the event makes its physical return later this year, fairgoers can utilise the platform to take part in onsite business encounters. To facilitate industry information exchange, livestreaming of activities from the show floor will also be broadcast on the digital hub." The 'E-connect 360' marketplace will be available for access until 18 May.

Network building efficiency enhanced

With the help of AI-aided matchmaking, buyers receive personalised recommendations of exhibitors or products based on their sourcing requirements. They can also take advantage of the exhibitor directory with product shots and promotional text to manually identify suitable business partners. In both circumstances, buyers can proactively reach out to their preferred suppliers using the built-in messaging function, and schedule and hold video meetings during the three-day event.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Meanwhile, the business matching tool is useful in bringing together buyers and their counterparts on-site, with the first-time visitor Mr Vega



Siu, Amazon Team Leader at Xcsource Group reflecting on his experience at the 2021 editions. He expressed: "I have to give the matchmaking service 10 out of 10 as I found exactly what I am looking for with the help of the organisers. I will definitely place orders afterwards."

Buyers who want to source online through the 'E-connect 360' platform can register [here](#).

Discover trends live

A wide range of activities including fair tours, selected seminars and interviews of featured exhibitors will be streamed live on the 'E-connect 360' platform when the shows open. For virtual buyers, the livestreamed content will allow them to learn about the latest innovations featured across the halls and explore trends that are currently dominating the toy, baby product and licensing industries. The videos will be made available on demand after the fairs.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by 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](#)

Notes to editors:

Download this press release:

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2022/SZTF22-PR4.html#download>

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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

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Shenzhen, China, 5 – 7 May 2022

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. We are expanding our digital expertise with new business models. 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 for 2021

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