

Fact Sheet



31.3 – 2.4.2027
Shenzhen, China

Fair name	Toy & Hobby China 2027 – The 39th Shenzhen International Toy & Hobby Fair		
Fair date	31.3 – 2.4.2027 (Wed – Fri)		
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China		
Exhibition space	130,000 sqm (2026, including Baby & Stroller China and Licensing China)		
Exhibitor	Over 1,400 (2026, including Baby & Stroller China and Licensing China)		
Product group	Multiple Toys • Trendy and collectible toys • Electronic toys • Wooden and paper toys • Dolls, plush and soft stuffed toys • Construction sets and blocks	Educational Products • Pre-school educational products • Pre-school electronic products • Pre-school amusement play-sets • Educational toys	• Inflatable toys • Outdoor & sporting goods • Cycling toys • Hi-tech toys • Models and miniatures • Creative & craftwork • Musical toys • STEM/STEAM tools • Teaching aids • Kindergarten equipment and supplies • Special education needs (SEN) tools • Books & publication
Special zone	International Zone Hobby Toy & Toy Award Display Area		
Fringe programme	Toy & Hobby Award Ceremony World of Play Summit and Get-together Hobby Trends & Brand Globalization Summit Cross-Border E-Commerce Development Conference and Global Sourcing Event Marketing & Trends Forum Networking Events Business Matching Service City Tour		
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		
Contact	Messe Frankfurt (HK) Ltd 35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG Tel.: (852) 2230 9213 / 2230 9287 Fax: (852) 2598 8771 http://en.chinatoyfair.com Contact person: Joanne Chow / Ellery Cheung toy@hongkong.messefrankfurt.com		
Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd		



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