

What type of suppliers can you meet in our fairs?



OEM / ODM manufacturer



Exporter



Manufacturer who operates their own factory



Licensor



Brand owner



Licensing agent



Importer



Wholesaler

Add-on services for international buyers



Customised business matching service



Reservation of meeting rooms



Interpreter service

and more ...



Forums and seminars



Networking events



City tour to explore the China's business scene

Travel



By plane

From Shenzhen Bao'an International Airport

Taxi: approx. RMB 60 (around 45 mins)
Metro: Shenzhen World North Station (from line 20 and 12, Exit C1, C2)

From Hong Kong International Airport

SkyPier Terminal Ferry to Shenzhen Airport Ferry Terminal or Shekou Cruise Home Port: approx. HKD300 (around 45 mins), then take a taxi or metro to the venue.

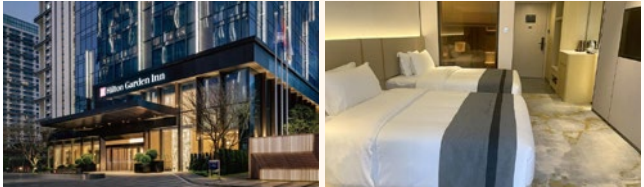
Coach to Shenzhen Bay Port: approx. HKD150 (around 60 mins), then take a taxi or metro to the venue.



Scan for more details

Stay

There are numerous hotels available for selection, catering to various budgets and preferences. Please feel free to contact us for more details.



Limited offer

Join the VIP buyer programme to enjoy free hotel stays. Please contact us for more details.

*Terms & condition applied.

Visa

In light of the recent announcements by the Chinese government, citizens from selected countries can now enter China easily due to various visa-free policies.



Scan above for China VISA updates

Fair information

Date and time:

31 March – 1 April 2027 (Wed – Thur): 9:30 – 17:30
2 April 2027 (Fri): 9:30 – 16:00

Venue:

Shenzhen World Exhibition & Convention Center (SWECC)
No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China
Next to Shenzhen Baoan International Airport (Airport IATA code: SZX)

Fair type:

B2B, target for trade business

Admission:

For trade buyers aged 16 or above only. Free of charge

If you have never attended the fairs before, get a glimpse by browsing through the show photos and videos below:



Show video



Show photos



Pre-register now!



Enquiries

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toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

31.3 – 2.4.2027
Shenzhen World Exhibition & Convention Center (near the airport)

A comprehensive, connective, and convenient sourcing platform

A platform you cannot miss

01

Direct sourcing

From thousands of manufacturers

02

Perfect timing

At the annual sourcing season domestically and internationally

03

Easy access

With great transportation connections to the world and within the region to combine your business trips

04

Inspiration

Get new product ideas from the exclusive launches and limited releases

Fair at a glance



Show scale – **130,000 sqm** exhibition space (2026)



1,495 exhibitors from 8 countries and regions (2026)



77,031 visitors from 83 countries and regions (2026)



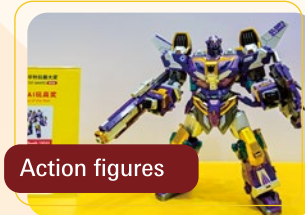
37 years buyer networks and resources

Comprehensive product range

Pop toys



Collectibles



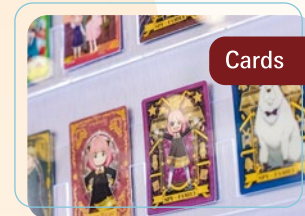
Action figures



Blind boxes



Plush toys



Cards



Models & miniatures

Traditional toys



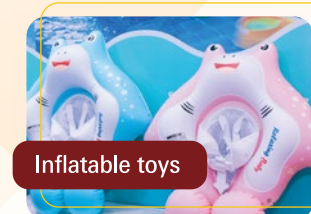
Electronic toys



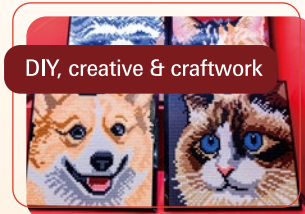
Construction sets and blocks



Wooden toys



Inflatable toys



DIY, creative & craftwork



STEAM toys

AI Smart toys



AI plush toys



AI learning cameras



Children's AI companion robots

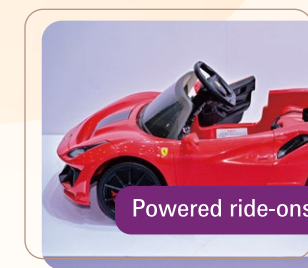
Baby products



Baby strollers



Baby walkers



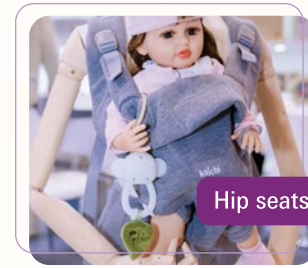
Powered ride-ons



Car safety seats



Bicycles / tricycles

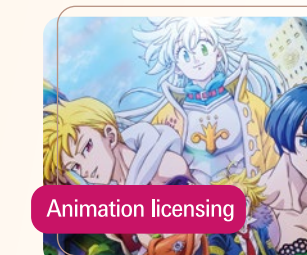


Hip seats

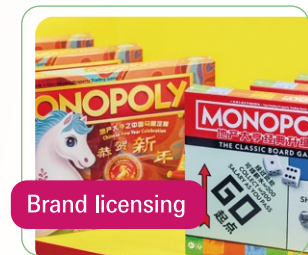
Licensing



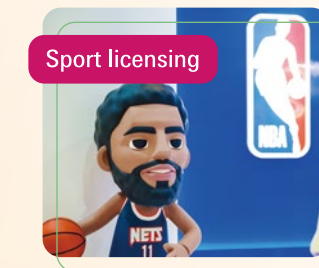
Character licensing



Animation licensing



Brand licensing



Sport licensing



Culture & art licensing



Licensed products