



toy&edu
CHINA

Shenzhen International Toy and Education Fair
第36届国际玩具及教育产品(深圳)展览会

8 – 10.4.2024

Shenzhen World Exhibition &
Convention Center (near the airport)

**Greater Bay,
greater play**

www.chinatoyfair.com



messe frankfurt

Guangzhou Li Tong Messe Frankfurt Co Ltd

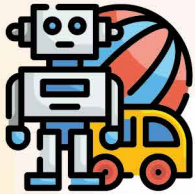


Guangdong Toy Association

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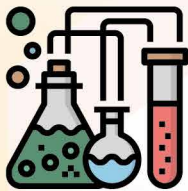
Seize new business opportunities at Toy & Edu China

As a leading trade platform for the toy and educational product sectors in China for over 30 years, Toy & Edu China plays a significant role in facilitating trade amongst global players, providing an ideal gateway for accessing China's booming toy market. Jointly co-organised by Messe Frankfurt, one of the world's largest event organisers and the Guangdong Toy Association, the most reputable toy association in the region, the fair will gather renowned and high-quality brands and manufacturers from China and abroad.



The biggest toy market in the world

China's consumption of toys and games generated approximately USD 78.7 billion in revenue in 2022, making it the world's largest market. (Source: Statista, 'Toy market in China — statistics & facts')



Increasing demand for STEAM toys

Data shows that parents' preferences for toys change as their children get older. When their children are young (before the age of 9), parents prefer toys that help with their child's intellectual development. (Source: Hong Kong Trade Development Council, 'China's Toys and Games Market')



The leading toy fair in Asia

Excellent timing

The fair date is right in China's peak sourcing season, coinciding with the market's purchasing and preparation activities for the top sales periods of Labour Day and Children's Day.

Highly accessible at the heart of the world's toy trading hub

Guangdong province, with Shenzhen at its centre, is one of the major marketplaces for the toy sector across the globe. The region is home to many major wholesalers, importers and exporters in South China. Neighbouring Hong Kong provides overseas buyers with convenient transport links to various railway stations and international airports.



Take advantage of China's Greater Bay Area development

- **Most economically vibrant city in the Greater Bay Area**
Shenzhen's GDP per capita reached USD 25,000 in 2021. With higher disposable incomes, parents in this region tend to invest more in quality toys.
- **China's leading hub for technological innovation**
The increasing focus on advanced technology and R&D in Shenzhen means exhibitors can grasp this rising potential by bringing their latest innovative products to the fair.

Where global markets come together

Overseas exhibitors or their Chinese distributors are present at the fair and showcase a wide range of international brands and products onsite.

The fair also attracts a significant number of international buyers. Due to the fair's unique location, these buyers often follow up with visits to Guangdong factories after meeting with potential suppliers at the fair.

Enormous scale with a long history

The largest comprehensive trade show for toys in South China. The fair has been held in China for over 30 years, and has become a "must" visit fair for industry players from home and abroad.

Synergy of concurrent shows

Three fairs will feature over 2,100 toys, baby products and licensing brands, aiming to promote cross-industry exchange and development.



licensing
CHINA



baby & stroller
CHINA

Product groups



Electronic toys
Wooden and paper toys
Dolls, plush and soft stuffed toys
Construction sets and blocks
Inflatable toys
Outdoor & sporting goods
Cycling toys
Hi-tech toys
Models and miniatures
DIY, creative & craftwork
Musical toys



Pre-school educational products
Pre-school electronic products
Pre-school amusement play-sets
Educational toys
STEM/STEAM tools
Teaching aids
Kindergarten equipment and supplies
Special Education Needs (SEN) tools
Books & publications

Updates: China has resumed international travel. Overseas visitors and exhibitors are now able to travel to China and resume business activities as usual.

2023 fair review: impressive showcase of brands and products



130,000

sqm gross exhibition space



1,400+

exhibitors from
6 countries & regions



2,100+

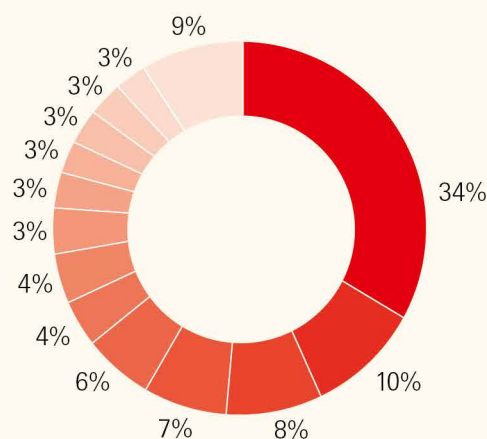
exhibiting brands

(Figures include Baby & Stroller China and Licensing China)

Exhibitor countries / regions*

- Germany
- Greater China
 - Hong Kong
 - Mainland China
- Korea
- Italy
- United States

Product groups*



34% Electronic toys and plastic toys

10% DIY, creative & craftwork toys

8% Construction sets and blocks

7% Hi-tech toys

6% Models and miniatures

4% STEM/STEAM tools

4% Wooden and paper toys

3% Doll, plush and soft stuffed toys

3% Educational toys

3% Outdoor & sporting goods

3% Musical toys

3% Pre-school educational products

3% Teaching aids

9% Others

*includes onsite & online exhibitors



Exhibitors' voices

"Our company has been attending Toy & Edu China every year since 2017, making this year our seventh appearance. We participate to showcase our new products to the market, identify potential customers and partners, enhance our sales channels, and broaden our brand awareness through the extensive platform provided here."

Mr Chang Liao, Sales Director, H.K. Jandoon Cultural Creative Co Ltd, Hong Kong, China

"As the flow of industry information and news is not very efficient nowadays, we use this business platform for information exchanges and resource sharing. This opportunity allows us to connect with the right business channels and meet new and return customers face-to-face. The fair also keeps us informed of current market trends. Our STEAM products are mainly for the domestic market, and with Chinese parents increasingly willing to invest in high-quality educational toys for their children, I think the market outlook for this sector will continue to grow."

Ms Annie Zhang, Senior Sales Manager, Gifted Minds (Shanghai) Co Ltd, Hong Kong, China (German brand MIC-O-MIC)

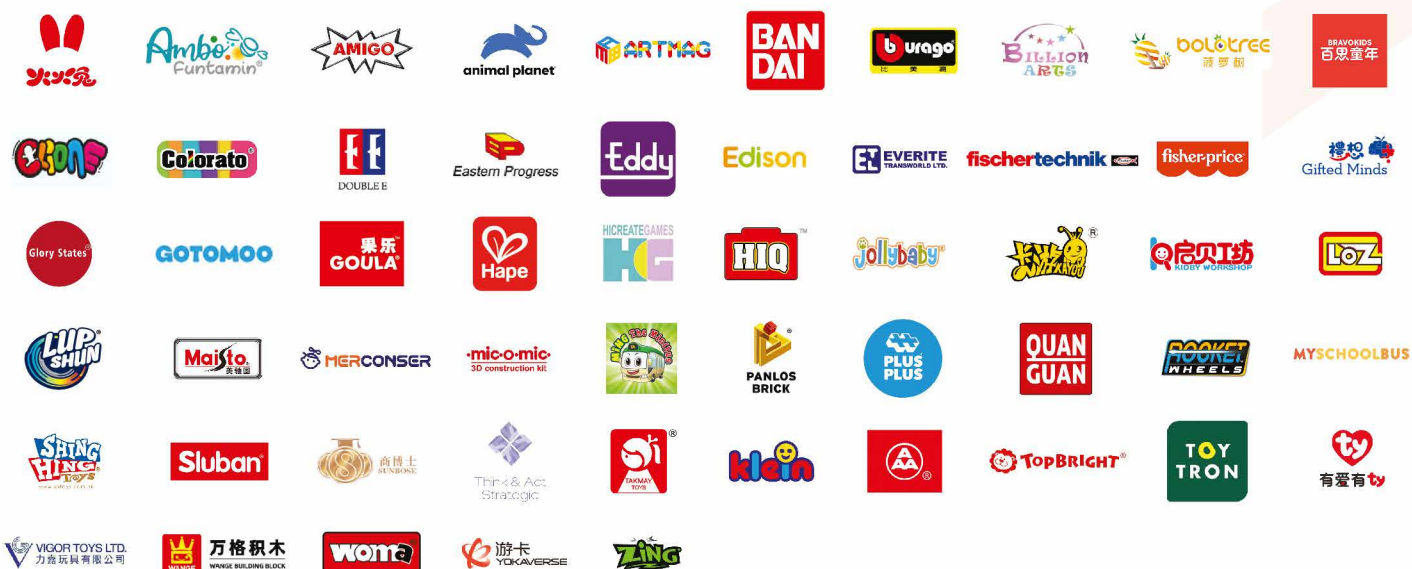


International zone: a 'must visit' for buyers

Displaying over 100 bestselling brands from around the world, the zone is well-recognised by Chinese buyers who deem overseas products of high quality.

- Prime location with heavy flow of visitors
- Distinctive booth design
- Customised pre-show marketing solutions
- Exclusive and free exhibitor services

Featured exhibitors



Associations



2023 fair review: meet your target customers



70,836 visitors from 67 countries & regions.

97% of visitors were satisfied with their visit.

85% of visitors played a decisive, collective or consultative role in purchasing decisions.

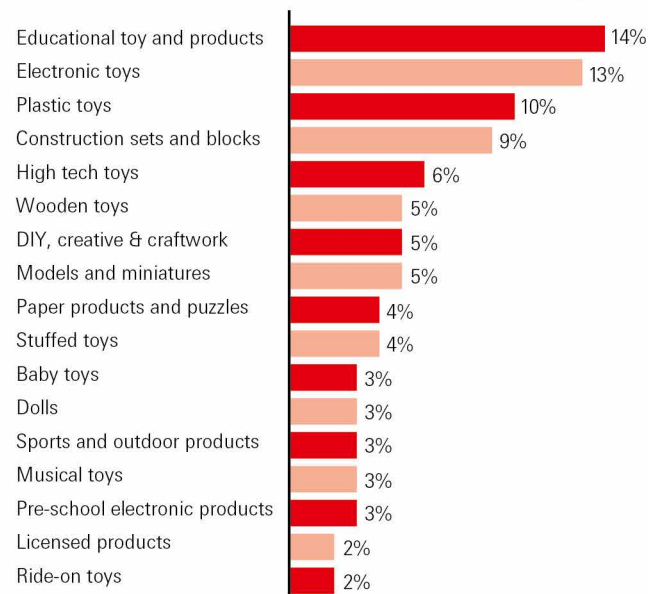
89% of visitors plan to return in 2024.

(Figures include Baby & Stroller China and Licensing China)

Visitors' business nature



Visitors' interests by product groups



Past buyer highlights

Importers, exporters, service companies, buying offices, wholesalers, agents and distributors



Department stores and supermarkets



e-Commerce platforms



Educational institutions



More than just an ordinary trade fair

Business matching

Based on your business needs, the fair organiser will help you arrange onsite meetings with suitable buyers during the fair. Free interpreting services will be available on request.



Organise a special event and attract more visitor traffic

Become an exhibitor, and you can exclusively rent a conference room to organise your own private event onsite, such as a new product launch party or business meeting.

Promote your business via our network

Overseas media

Database: **170+** countries & regions

Advertisements & press releases: **30+** media

BabyHobby
& Leketoy

das spielzeug

Global

GLOBAL
TOY
NEWS

lek&baby

LM
LICENSING
MAGAZINE

nursery
today

SOCALGOED
as baby

TOTAL
LICENSING

and more...

Chinese media

Database: **30+** regions

Advertisements & press releases: **20+** media

搜狐
SOHU.com

CNS
中国新闻社
CHINA NEWS SERVICE

新华社
XINHUA NEWS

sina 新浪

中国日报
CHINA
DAILY

and more...

Direct marketing



SMS Direct e-mailing Telemarketing
broadcasts

Online marketing



Social media

KOL live streaming

Promote your latest products to an attentive online audience.



Fringe events: extra brand exposure for your businesses

Forums and seminars: a collaborative platform for industry players to discuss market trends and exchange ideas.

KOL livestreams: amplify your product exposure beyond the show floor via influencers' livestreams.

VIP tour: introduce your company to a group of targeted and premium buyers.



Toy Award

In appreciation of the industry players who made great strides during the previous 12 months – encouraging them to keep driving the toy market forward.



Cost

Participation fee

Standard booth

RMB 1,900 / sqm (min 9 sqm)

Raw space

RMB 1,450 / sqm (min 36 sqm)

10% surcharge on corner booth

10% early bird discount*
*submit application form and
full payment before 20 December 2023

Schedule

20 December

Early bird discount deadline

December – March

- Pre-show promotion
- Design your booth
- Buyer invitation

March

Booth allocation

8 – 10 April

Show starts

Fair facts

Date

8 – 10 April 2024

Venue

Shenzhen World Exhibition & Convention Center

Address

1 Zhancheng Road, Fuhai St, Bao'an, Shenzhen, China

Admission

Free-of-charge. For trade visitors only.

Organisers

Guangdong Toy Association

Guangzhou Li Tong Messe Frankfurt Co Ltd

Messe Frankfurt (HK) Ltd

Contact

Messe Frankfurt (HK) Ltd

35/F, China Resources Building

26 Harbour Road, Wanchai, Hong Kong

Tel: +852 2230 9237

Email: toy@hongkong.messefrankfurt.com

Guangdong Toy Association /

Guangzhou Li Tong Messe Frankfurt Co Ltd

Room 1520, Dongshan Plaza

69 Xian Lie Zhong Road, Yuexiu District, Guangzhou, China

Email: toy@china.messefrankfurt.com

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