

2025-Feb-5

## City Tour

Toy & Hobby China, Baby & Stroller China, and Licensing China will be held concurrently at the Shenzhen World Exhibition & Convention Centre from 2025 April 7-9.

This year, we are introducing a new fringe program called the City Tour. This event aims to provide overseas visitors with a better understanding of Chinese manufacturers, licensors, and the retail situation. Please see the details below:

- City Tour Date: 2025 April 9 (3rd show day)
- Time: 9:15am – 5:30pm
- Quota: 30 people – for overseas visitors only.
- Suitable Participants:
  - 1) Overseas visitors who want to learn more about the Chinese toy, baby product, and licensing market.
  - 2) Overseas visitors who want to expand their business in China.

Rundown (subject to change):

- 1) Group up at the exhibition hall
- 2) Visit one Chinese manufacturer or licensor
- 3) Networking Lunch
- 4) Visit another Chinese manufacturer or licensor
- 5) Visit one retail site
- 6) Dismissal at the exhibition hall

The City Tour has a limited quota and will be on a first-come, first-served basis. If you are interested in joining this event, please contact me to make a reservation.

Yours sincerely,  
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\*Photo for reference only.