

Fact sheet



 **toy & hobby**
CHINA

9 - 11.4.2026
SHENZHEN, CHINA

Fair name	Toy & Hobby China 2026 – The 38th Shenzhen International Toy & Hobby Fair		
Fair date	9 - 11.4.2026 (Thu - Sat)		
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China		
Exhibition space	130,000 sqm (2025, including Baby & Stroller China and Licensing China)		
Exhibitor	Over 1,400 (2025, including Baby & Stroller China and Licensing China)		
Product group	Multiple Toys <ul style="list-style-type: none">• Trendy and collectible toys• Electronic toys• Wooden and paper toys• Dolls, plush and soft stuffed toys• Construction sets and blocks	<ul style="list-style-type: none">• Inflatable toys• Outdoor & sporting goods• Cycling toys• Hi-tech toys• Models and miniatures• Creative & craftwork• Musical toys	Educational Products <ul style="list-style-type: none">• STEM/STEAM tools• Teaching aids• Kindergarten equipment and supplies• Special education needs (SEN) tools• Books & publication <ul style="list-style-type: none">• Pre-school educational products• Pre-school electronic products• Pre-school amusement play-sets• Educational toys
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		