

Fairs and Visitor Delegation introduction of Toy & Edu China, Baby & Stroller China and Licensing China

**Greater Bay,
greater play**



toy&edu
CHINA



baby&stroller
CHINA



licensing
CHINA

8 – 10.4.2024

Shenzhen World Exhibition &
Convention Center



messe frankfurt

Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

Guangdong Toy Association

Information of fairs

Shenzhen International Toy & Education Fair

 ([Toy & Edu China](#))

Shenzhen International Stroller, Mother & Baby Product Fair

 ([Baby & Stroller China](#))

Shenzhen International Licensing & Licensed Product Fair

 ([Licensing China](#))

Show Date: 8 – 10 April 2024 (Mon – Wed)

Opening Hours: 9:00am to 5:00pm (8 – 9 April)
9:00am to 3:00pm (10 April, open to public after
12:00pm)

Venue: Shenzhen World Exhibition & Convention Center,
Shenzhen, China
(near Shenzhen International Bao'an Airport)

About the fairs

- As a **leading trade platform** for toy and educational product sector for over 30 years.
- The **largest comprehensive trade fairs** for toys, baby and licensing in South China.
- **Direct contact** with the **manufacturers** in the fairs.
- The most important event for industry player which group up **a huge amount of professional buyer** around the world.
- Take advantage of China's Greater Bay Area development. An ideal location to source for variety of products with **innovative design and technology**.

■ Wide Media Coverage



and more...

Fairs location – Shenzhen China

Shenzhen is located in the Greater Bay Area (GBA), one of the major marketplaces for the toy sector across the globe.

With a strategic location, **visit toys and baby manufactories** at the same period.

Well connect by train, ferry, coach or plane to different cities.



The exhibitors highlights



The fairground highlights



The 2023 fairs at a glance

- Covering **130,000 sqm** exhibition space
- **1,400 +** exhibitors from China & around the world.
- Wide variety of Toys and Baby products showing at the fairs which provide a platform for **cross-industry business collaboration.**



Connect with worldwide suppliers from various Toys and Educational products categories onsite

Educational products

Pre-school products
STEAM tools
Tools for Special Education



In-trend toy variety

Electronic & hi-tech toys
Wooden & paper toys
Creative & craftwork
Construction sets & blocks



Connect with worldwide suppliers from various Baby & Stroller products categories onsite

Baby safety products

Car safety seats
Safety carrycots



Care products

Mother & baby care products
Baby clothing & accessories
Home living & lifestyle products
for baby & kids



Connect with worldwide suppliers from various Baby & Stroller products categories onsite

Stroller & ride-ons variety

Baby prams, strollers and walkers

Outdoor goods (balance bikes and baby tricycles)



Connect with worldwide suppliers from various Licensing products categories onsite

Licensing products

- Animated character licensing
- Brand licensing
- Celebrity licensing
- Culture & art licensing
- Licensed products
- Sporting licensing



World of Play Summit

Concurrent event with Toy & Edu China, Baby & Stroller China and Licensing China

Date: 8 – 9 April 2024 (Mon – Tue)

Venue: Shenzhen World Exhibition & Convention Center,
Shenzhen, China
(near Shenzhen International Bao'an Airport)



About World of Play Summit

- Concurrent event with **Toy & Edu China**, **Baby & Stroller China** and **Licensing China**
- **Top notch speakers** to share their insight and bring you the latest industry news and innovative ideas
- **Networking event** to provide you opportunities to meet and exchange your idea with fellow attendees and speakers
- **English with simultaneous translation** between English & Mandarin Chinese will be provided
- **Free of charge**, Limited seat, first come first served





About World of Play Summit

Speakers in 2024:



Mr Joseph A. Farco
Intellectual Property Attorney of
Norris McLaughlin



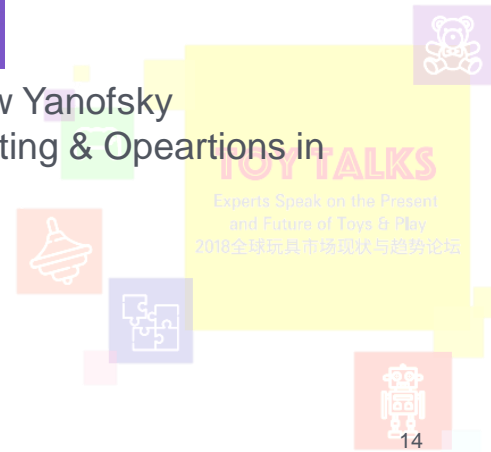
Mr Emile Kalis
Co-founder & Creative Director of
Identity Games International



Nick Richardson
Founder & CEO of The Insights
Family



Mr Andrew Yanofsky
VP Marketing & Operations in
WowWee



Privilege Offer for visitor delegation leader

1. One interpreter (English / Chinese) for 2 days (8-9 April) during show opening hours for the delegation.
2. A set of round-trip flight ticket (economy class) between your capital city and Shenzhen, China
3. A free hotel room will be provided during the fair period
4. One-page full-colour advertisement including your organization's logo and introduction to be published in the fair's official catalogue
5. Acknowledgment in the press release & direct marketing email of the collaboration of organizing a delegation, to be launched on our fair official website & send to worldwide buyers respectively.
6. A VIP badge for accessing the VIP lounge in the show and VIP Guide tour & Welcome kit and gift

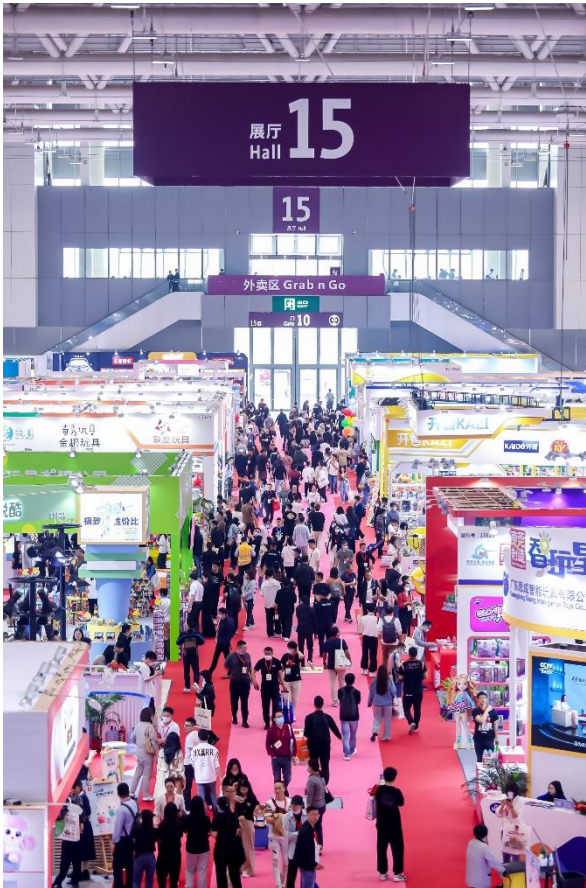
Offer for visitors delegation

1. A free hotel will be provided during the fair period
Each company will enjoy one hotel room with a twin bed room or one single bed room
2. A VIP badge for accessing the VIP lounge in the show
3. Customized Business Matching services for Free
4. Invited to the VIP Guide tour
5. A full coverage assistance for all visiting issue

*with at least 10 different companies in toy & education, baby & stroller industries



To get more highlights about 2023 fairs



More photos of 2023 fair by clicking the link:

<https://live.photoplus.cn/live/10735420?accessFrom=live#/list>



Let's start our cooperation!

Contact us

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The banner features a yellow background on the left with logos for toy & edu CHINA, baby & stroller CHINA, and licensing CHINA. Below the logos, the dates and location are listed: 8 - 10.4.2024, Shenzhen, China, and 中国深圳. The right side of the banner is decorated with a cluster of colorful, 3D cubes, each containing a different icon related to toys and baby products.

 toy & edu
CHINA

 baby & stroller
CHINA

 licensing
CHINA

8 - 10.4.2024
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www.messefrankfurt.com.hk