



toy&edu
CHINA



baby&stroller
CHINA



licensing
CHINA

8 – 10.4.2024

Shenzhen World Exhibition &
Convention Center (near the airport)

Greater Bay,
greater play



Be the first to connect with the industry at our one-stop sourcing platform!

Embark on your sourcing journey with our three concurrent shows. **Toy & Edu China**, **Baby & Stroller China** and **Licensing China** have formed the optimal platform for business engagement and market information exchange, allowing industry players to capitalise on new retail opportunities in the Chinese market.

Key reasons to visit

The largest platform in South China offering full spectrum of toys, maternal and baby products & IP licensing – providing direct contact with manufacturers

Optimal sourcing timing and strategic location make it easier to combine your trip for various business purposes

Value added services provided to international buyers to make their visit effortless yet effective

Discover the latest market insights at the World of Play Summit and the Greater Bay Area Licensing Industry Development Forum



Greater Bay, greater play

Greater Bay area – strategic location

Located in Shenzhen, a **leading global technology hub, the fairs are positioned close to the world's main toy manufacturing and export base.** It is the ideal location to source for a huge variety of products at competitive prices with innovative designs and technology.



The 2023 fairs at a glance

The largest comprehensive industry trading platform in Southern China



1,400+ exhibitors from China & around the world



Covering **130,000 sqm** exhibition space



Connect with reliable manufacturers from different supply chains

Visitor impression




98% of visitors were satisfied with their visit in 2023



88% of the 2023 visitors plan to re-visit in 2024



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 @sztoybabyfair

Highlights

- ◆ Thousands of new products showcased at the fairground
- ◆ Direct contact with manufacturers
- ◆ Selective global brands at the International Zone
- ◆ New and innovative designs





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@sztoybabyfair

Highlights

- ◆ Functional, certified and trendy maternity and baby products and brands that fit your sourcing needs
- ◆ Strollers, children's fashion, as well as mother and baby care products from major manufacturing clusters





licensing

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@szlicensingfair

Highlights

- ◆ Facilitating collaborations across a wide variety of consumer good segments to meet the growing sourcing demand for licensed products in China and Asia
- ◆ Original Chinese IPs covering a wider range of licensing sectors
- ◆ First-hand licensing industry information and insights from the most dynamic market in the world



Connect with worldwide suppliers from various product categories onsite

Educational products

Pre-school products
STEAM tools
Tools for special education needs



In-trend toy variety

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



Baby safety products

Car safety seats
Safety carrycots



Strollers & ride-ons

Baby Prams, strollers and walkers
Outdoor goods (balance bikes and baby tricycles)



Care products

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



Licensing products

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



Past highlighted exhibitors



Exclusive offer for early registration!



Limited offer for free hotel accommodation

Overseas visitors can **win a free stay** near the fair venue during the fair period. Check our websites and social media for the latest promotions! *



Customised business matching service

Let us arrange pre-scheduled meetings with your target exhibitors, across all three of our concurrent shows, catering to your diverse business needs.



Free interpreter service

Reserve an interpreter (English / Mandarin) for a hassle-free sourcing experience.

**Limited quota, please contact us for enquiries

*Terms and conditions apply, please visit our website for details



Tips for your stay



Accommodation

2024 hotel list and online booking from official travel agent:
Shenzhen JL International Conference & Exhibition Co Ltd

Online booking



*Overseas visitors can **win free accommodation** during the fair period.
Check our websites for the latest promotion!



Transportation and visa

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

*Please ensure you have a valid travel document or visa for Mainland China before traveling

Shenzhen Bao'an International Airport is an entry port for the 144-hour visa-free transit policy for foreigners.

*Please check with the China embassy in your current country for exact details

Tips for your 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

Coach to Shenzhen Bao'an International Airport: approx.

RMB 180 (around 90 mins), then take a taxi or metro to the venue.



By train

From Shenzhen North Railway Station (high-speed train)

Taxi: approx. RMB 120 (around 1 hour and 10 mins)

*Dozens of high-speed trains operate each day shuttle between Shenzhen North Railway Station and Hong Kong West Kowloon railway station

**Please ensure you have a valid travel document or visa



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Fair facts

Date

8 – 10 April 2024 (Monday – Wednesday)

Opening hours

8 – 9 April 9:00 – 17:00

10 April 9:00 – 15:00 (open to public from 12:00)

Venue

Shenzhen World Exhibition and Convention Center (SWECC)

No. 1 Zhancheng Road, Fuhai Street, Bao'an District,

Shenzhen, China

Admission

Free for trade buyers aged 16 or above

Website

<http://en.chinatoyfair.com>

<http://en.chinababyfair.com>

<http://www.licensing-china.com>

Pre-register now!



Toy & Edu China 2024



Baby & Stroller China 2024



Licensing China 2024

Enquiries

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