

- toy & hobby CHINA
- baby & stroller CHINA
- licensing CHINA

7 - 9.4.2025

Shenzhen World Exhibition & Convention Center (near the airport)

A comprehensive, connective, and convenient sourcing platform

A platform you cannot miss

01

Direct sourcing

From thousands of manufacturers

02

Perfect timing

At the annual sourcing season domestically and internationally

03

Easy access

With great transportation connections to the world and within the region to combine your business trips

04

Expertise

With over 35 years of history and industry resources

Fair at a glance

Show scale – **130,000 sqm** exhibition space (2024)

1,420 exhibitors from 7 countries and regions (2024)

67,295 visitors from 70 countries and regions (2024)

Product groups – toys & hobby products

Trendy toys and collectibles

Wooden toys

Electronic toys

Doll, plush toys

Construction sets and blocks

Inflatable toys

STEAM toys

Model & miniatures

DIY, creative & craftwork

Product groups – baby products

Baby strollers

Baby walkers

Car safety seats

Powered ride-ons

Scooters

Bicycles / tricycles

Baby cribs / beds

Baby furniture

Baby clothing

Baby feeding products

Product groups – licensing

Character licensing

Animation licensing

Brand licensing

Culture & art licensing

Licensed products

What type of suppliers can you meet in our fairs?

OEM / ODM manufacturer

Exporter

Manufacturer who operates their own factory

Licensor

Brand owner

Licensing agent

Importer

Wholesaler

Add-on services for international buyers

Customised business matching service

Reservation of meeting rooms

Interpreter service

and more ...

Forums and seminars to provide market insights and know-how

Networking events connecting local and international industry players

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 170 (around 120 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

Stay

There are numerous hotels available for selection, catering to various budgets and preferences. Please feel free to contact us for more details.

Limited offer
 Join the VIP buyer programme to enjoy free hotel stays. Please contact us for more details.

*Terms & condition applied.

Visa

In light of the recent announcements by the Chinese government, citizens from selected countries can now enter China easily due to various visa-free policies.

Scan above for China VISA updates

Fair information

Date and time:
 7 – 8 April 2025 (Mon – Tue): 9:00 – 17:00
 9 April 2025 (Wed): 9:00 – 16:00

Venue:
 Shenzhen World Exhibition & Convention Center (SWECC)
 No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China
 Next to Shenzhen Baoan International Airport (Airport IATA code: SZX)

Fair type:
 B2B, target for trade business

Admission:
 For trade buyers aged 16 or above only. Free of charge

If you have never attended the fairs before, get a glimpse by browsing through the show photos and videos below:

Show video

Show photos

Pre-register now!

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