

Press release

December 2020

Positive outlook in the toy market: Toy & Edu China, Baby & Stroller China and Licensing China support industry recovery

Karen Lau
Tel +852 2230 9235
karen.lau@hongkong.messefrankfurt.com
www.chinatoyfair.com
www.chinababyfair.com
www.licensing-china.com
www.messefrankfurt.com.hk
SZTF21 PR1 en

The strong Chinese toy market has seen signs of recovery following the worldwide COVID-19 disruption. As South China's leading trade platform for their respective industries, Toy & Edu China, Baby & Stroller China as well as Licensing China, are set to further help industry players reconnect and rebound. The next edition will be held at the Shenzhen World Exhibition & Convention Center from 30 March to 1 April 2021, along with a number of digital solutions to provide more business opportunities to onsite and virtual participants.



Virtual meetings with overseas buyers at the 2020 fairs (Photo: Messe Frankfurt)

China's toy market was worth USD 14.9 billion in 2019 and is expected to reach USD 27.2 billion by 2025, according to the market research firm Imarc Group¹. Even under the influence of the ongoing pandemic, the toys and games market in the country has proved resilient, with a growth of more than 6% recorded in June 2020.

“Like many other industries in China, the toys and games sector has taken a hit from the pandemic,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd commented. “But the prospects

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

¹ China Toys Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2020 – 2025, Imarc Group, <https://www.imarcgroup.com/china-toys-market> (retrieved on 16 November 2020)

are brighter as we are seeing gradual recovery. By getting the industry together, we hope this will help them to tap into the growth opportunities and navigate the new normal.” She added: “In a challenging time like this, it is important for us as a trade fair organiser to promote industry recovery and boost confidence among industry stakeholders. Therefore we have held a physical event complemented by a series of virtual services starting from 2020.”

Mr Wu Guofang, General Manager of Yangzhou Aihao Toys shared his thoughts on the benefits of the 2020 event: “We believe participating in Toy & Edu China is one of the most important ways to recover from COVID-19. The fair provides new business opportunities as many genuine and high-quality buyers are present and placing orders.”

Combining physical event with virtual elements to unlock business opportunities

In view of the rapid shift to digital platforms and services driven by the pandemic, the fairs’ organisers have launched E-connect 360 for all fair attendees, with a series of digital solutions including an AI-powered business matching platform, a virtual showroom to highlight product innovations and an online information centre to share the latest industry news.

Meanwhile, in case of travel restrictions, overseas participants can join the fairs virtually. Exhibitors will be accessible via video, while their products and brochures will be on display at the live event. Overseas buyers can enjoy online meetings with their preferred exhibitors. In both circumstances, staff will be present onsite to provide interpreting services and assistance in product demonstrations.

Shenzhen: a vital springboard to access South China

In 2020 the fairs relocated from Guangzhou to the Shenzhen World Exhibition & Convention Center, the world’s largest exhibition venue. With this move, global enterprises can benefit more from the economic growth brought by the Greater Bay Area initiative and the city’s reputation for technological innovation. In addition, Shenzhen is home to many domestic e-commerce and cross-border e-commerce platforms, creating more online trading opportunities for exhibitors, especially when the pandemic has further accelerated the shift to e-commerce.

The fairs in 2020 featured 1,321 exhibitors from eight countries and regions whilst 61,553 visitors attended, establishing them as an ideal marketplace to access the promising South China market.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd.

For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 30 March – 1 April 2021

- [Licensing China](#)

-end-

Notes to editors:

Download this press release and picture

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2021/SZTF21-PR1.html#download>

Further press information and picture material

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

Follow the fairs on social media

<https://www.facebook.com/SZToyFair/>

<https://twitter.com/SZToyFair>

<https://www.linkedin.com/in/sztoyfair/>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com