



Press release

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## Toy & Edu China, Baby & Stroller China and Licensing China set new dates for August

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**In light of the evolving pandemic situation across China, Toy & Edu China, Baby & Stroller China and Licensing China will now be held from 5 – 7 August. The three shows will still take place at the Shenzhen World Exhibition & Convention Centre to provide an invaluable business trading hub for the toy, baby product and licensing industries.**

Talking about the decision to move the dates of the three shows, Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd said: “As the pandemic situation continues to develop quickly nationwide, it is uncertain as to whether such large-scale events will be possible next month. To ensure maximum success for our exhibitors and visitors, the organisers of the three fairs have made the prudent decision to delay the shows until later in the year. We believe this decision is in the best interest of both pandemic containment efforts and for all of our stakeholders. Again we thank effected parties for their continued support and understanding. We look forward to coming together for three days of networking, knowledge sharing and business facilitation in August.”

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](#)
- [Licensing China](#)

**Notes to editors:**

**Download this press release:**

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2022/SZTF22-postponement-aug.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/>

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021

Toy & Edu China  
Baby & Stroller China  
Licensing China  
Shenzhen, China, 5 – 7 August 2022