



Press release

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Toy & Edu China, Baby & Stroller China and Licensing China prepare to fast track global buyers to sourcing success

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A recent report has predicted that China's economic activities will begin to near pre-pandemic levels by the end of the first quarter of 2023¹. Globally speaking, this is good news. As supply chain disruption and travel restrictions ease, worldwide buyers will once again have the opportunity to find quality products at affordable price points at upcoming trade fairs, including Toy & Edu China, Baby & Stroller China and Licensing China. The fairs will be held jointly at the Shenzhen World Exhibition and Convention Center from 7 to 9 April 2023.

As the world's second largest economy, China's most recent Covid-related relaxation policies have had naturally a big impact on global business sentiment. At the same time, the country, well-known for manufacturing cost-effective goods, has recently focused on increasing its competitiveness with more secure local supply chains. Without a doubt, China remains a must-visit hub for global buyers to find products and source them directly from globally competitive manufacturers.

In order to help buyers get a head start in their sourcing for toys, maternity and baby products, as well as licensing and licensed goods in China, the concurrent fairs Toy & Edu China, Baby & Stroller China and Licensing China will allow industry players to meet physically, to further stimulate the recovery of these three industries.

Here are just a few reasons why fair participants will find value in Shenzhen this April.

Wide turnout from qualified industry players

At this edition, the shows' organisers have put special efforts to attract a variety of buyers from different channels and backgrounds. These include professionals from chain boutiques, educational institutions, gift stores, indoor and outdoor parks and playgrounds, bookstores, convenience stores and many more.

Buyers from the e-commerce sector also play an important role in the fair's participant pool, as an emerging sector that has boomed over the years and led to high sourcing demand for toy and baby related goods.

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

¹ Global Times: Overseas companies give thumbs up to China's reopening policy, share optimism over 2023 growth. <https://www.globaltimes.cn/page/202301/1283576.shtml>

The organisers have invited buyer delegations from different channels to the fairs, specifically fast growing online e-commerce platforms, enterprises and decision-makers from multi-channel networks', such as Keychron and Mi Home, just to name a few. Industry specific promotions have also been arranged across social media channels targeting local and overseas buyer groups.

High-profile exhibitors and premium products

Buyers can also find their desired products from a mix of big industry names at this one-stop and cross-sector platform. Here are some of the featured exhibitors, brands and pavilions that visitors should not miss:

- Toy & Edu China: Everite, Hape, Maisto, MIC-O-MIC, Theo Klein, TY
- Baby & Stroller China: Zhili's Children Fashion Pavilion
- Licensing China: Alexander the Fat Tiger, Le Petit Prince, Milo Pororo the Little Penguin and Sesame Street

Fringe programme to keep participants ahead of the market

Besides the exhibiting areas, concurrent industry conferences, seminars and forums are always popular among visitors. At the upcoming 2023 edition, several new events are scheduled to address rising industry topics, such as the **Livestreaming E-commerce Conference** supported by the Guangdong Association of Livestreaming E-commerce, and the **STEAM Products and Education Innovation Forum (61Learn)**.

Elsewhere, the **Greater Bay Area Brand Licensing Industry Development Forum** will return to Licensing China to explore development and growth strategies in the post-pandemic era.

Those who cannot visit the three fairs in-person can still source via the official 'E-connect 360' digital platform to pro-actively connect with onsite suppliers and search for the latest products. As part of the platform, the AI powered business matching programme connects users with the most suitable business counterparts.

More details about visiting in the physical and virtual fairs can be found [here](#).

Toy & Edu China, Baby & Stroller China and Licensing China are organised by the 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:

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:

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 7 – 9 April 2023

<https://www.facebook.com/SZToyFair/>
<https://twitter.com/SZToyFair>
<https://www.linkedin.com/in/sztoyfair/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters 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

* Preliminary figures for 2022

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 7 – 9 April 2023