

news +++ Toy & Hobby China, Baby & Stroller China, Licensing China  
Shenzhen World Exhibition and Convention Center, China, 9 – 11 April 2026



## Wider participation expected at this week's trend-focused Toy & Hobby China, Baby & Stroller China and Licensing China

**Shenzhen, 6 April 2026. Over 1,400 exhibitors are kicking off the South China sourcing season this week at Toy & Hobby China, Baby & Stroller China, and Licensing China. From 9 – 11 April 2026, visitors can explore Halls 11 – 16 of the Shenzhen World Exhibition and Convention Center to discover the newest trends and stand-out products for the toy, baby product, and licensing industries. Across 130,000 sqm, featured attractions such as the debut AI & Intelligent Toys Zone, the Trendy Toys & Collectibles Zone, and a strengthened licensing lineup have helped draw increased participation – signalling strong cross-sector momentum. A curated fringe programme focused on trendy toys, licensing development, AI, e-commerce and other hot topics will aid insight and business exchange, as will various networking sessions and city tours on Day 3.**



Following the strong turnout in the 2025 edition (pictured), the 2026 fair is expected to draw broader participation across toy, baby and licensing sectors. (Photo: Messe Frankfurt)

Highlighting the solid global participation, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "Overseas pre-registrations are up 127% year-on-year, reflecting growing traction for the shows and expanding opportunities for our exhibitors. Every year, we aspire to bring in fresh elements that foster an environment that is conducive to business and facilitates cross-sector growth. This edition adds AI-focused features to

prepare participants for what's next in the world of play, while capitalising on the potential of IP-driven markets. The landscape for the three sectors is fast-changing, and our fairs are designed to ease market entry, promote collaboration and help brands stay ahead of emerging trends.”

This year's exhibitor lineup includes quality suppliers and leading brands from China, Hong Kong, Indonesia, Italy, Korea, Spain, Taiwan, and the UK. With the launch of the **AI & Intelligent Toys Zone**, and the return of the high-traffic **Trendy Toys & Collectibles Zone** at Toy & Hobby China, the show is poised to showcase a new wave of innovations. **More than 300 brands** will be present in the trendy toy sector, double that of the last edition.

Two pavilions – Korea and Taiwan – plus new and returning exhibitors are bringing notable IPs and licensed merchandise to **Licensing China**, including several publishing houses making their debuts, and high-profile sports and celebrity IPs being highlighted. The enriched offerings are expected to open new avenues for collaboration across the toy and baby markets, and attract buyers from trendy toys, gaming, food, apparel, beauty, stationery and commercial real estate. Combined with the latest assortments at **Baby & Stroller China** – from lightweight, sustainable strollers to germ-resistant pacifiers – the three fairs have secured wide and impactful exhibitor participation.

#### **Buyers from home and abroad ready for three-day sourcing**

Buyers from 75 countries and regions have already pre-registered, including seven delegations from Indonesia, Korea, Malaysia, Myanmar, the Philippines, Taiwan, and Thailand. Notably, the buyer delegation organised by Licensing Magazine will bring major buyers such as CARIOCA (Italy) and RUBIKIU (Mexico), actively sourcing for Latin American and European markets.

#### **Refreshed fringe programme to spark meaningful dialogue**

Over 10 targeted, trend-focused fringe events will be held this year to share key insights and market updates, driving cross-sector growth and new connections for the toy, baby product, and licensing industries. Highlights include:

- **'World of Play' Summit** (Day 1 afternoon): returning with experts from Asia, Europe and North America, the summit will cover topics on trendy toys and collectibles, social selling and other emerging trends. Expert Christopher Byrne will host a panel titled “Social Selling The New Frontier of Retail – The rise of social selling in the west”, followed by a networking session.
- **Greater Bay Area Brand Licensing Industry Development Forum – Beyond IP: Synergising the GBA Ecosystem** (Day 2 afternoon): industry leaders and experts will lead in-depth discussions on IP commercialisation, content innovation and technology, and strategies for taking Chinese IP global, guiding participants to jointly explore the future of brand licensing. A networking event will follow as well.
- Other key events on Day 2 include an AI-focused deep dive entitled 'Smart Play Ecosystem: AI Ignites a New Era – 2026 AI Toy Trends Forum' and the forum 'TikTok Shop: New Cross-Border Opportunities for the Toy Industry in 2026', which will share new insights and updates for TikTok sales.

Across the three-day fairs, the **Toy Award** (Hall 11) and **Hobby Award** (Hall 12) display areas will continue to showcase award-winning innovations. The list of awards to be presented include: Creative Stars of the Year and Market Stars of the Year for Toy Award; and Blind Box Toys of the Year, Character Goods of the Year, Figures of the Year, Model Cars of the Year, and Model Kits of the Year for Hobby Award. Fast-selling city tours on

Day 3 will give overseas buyers a first-hand look at Guangdong's thriving business and production landscape, with visits to local factories and retail storefronts.

Toy & Hobby 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 & Hobby China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

**Press information and photographic material:**

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

**Social media and website:**

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

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

<https://www.twitter.com/sztoybabyfair>

<https://www.twitter.com/szlicensingfair>

<https://www.instagram.com/toyandbabyfair.china/>

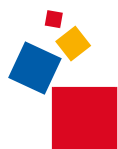
<https://www.youtube.com/@sztoybabylicensingfair>

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

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://licensing-china.hk.messefrankfurt.com/shenzhen/en.html>



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**Background information on Conzoom Circle**

[conzoom-circle.messefrankfurt.com/information](http://conzoom-circle.messefrankfurt.com/information)

**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. With a workforce of some 2,700\* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766\* 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.

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\*Preliminary figures 2025