



5 – 7.8.2022

Shenzhen World Exhibition & Convention Center (near the airport)

# Greater Bay, greater play



Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

## Source from global toy, baby product and licensing industry players

As an effective sourcing platform, **Toy & Edu China**, **Baby & Stroller China** and **Licensing China** present buyers with a comprehensive range of products under the same roof. To facilitate business exchanges for global industry players, the three concurrent fairs will return to the **Shenzhen World Exhibition & Convention Center** from **5 – 7 August 2022**.

### Top reasons to visit

- 1** First trade-related events to be held in Mainland China during the country's main sourcing season
- 2** Connect with over 1,400 suppliers with options for order flexibility such as smaller MOQ
- 3** Concurrent fairs offer new business insights and opportunities



# Onsite and online: an interactive sourcing experience for all

## Visit the physical events

Shenzhen, where the fairs are held, is known for its **technological innovations**. The city is also located in **the world's largest toy manufacturing and export base**, Guangdong province, ensuring you can find a wide variety of innovative products at the fairs.



## Join the fairs online

### E-connect 360

云易会

The E-connect 360 platform presents different solutions for those who cannot join the fairs in-person to virtually participate. The digital platform will be available for access for eight weeks.

#### Onsite livestreams

Selected exhibitor interviews and fair tours will be broadcast live during the events.

#### Exhibitor search

Check out exhibitor profiles to view their product offerings.

#### Market updates

Stay informed with the latest industry news and market trends.

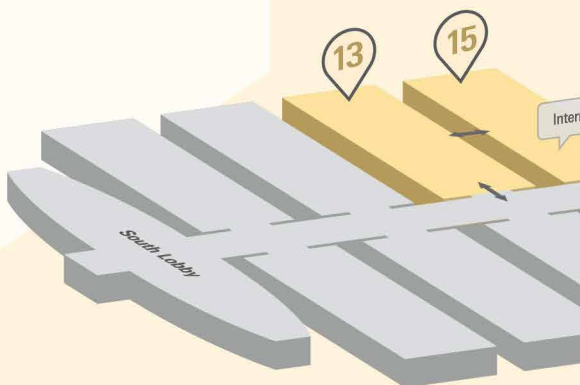
#### Business matching service

Reach out to your preferred exhibitors and schedule onsite and online meetings.

Access the platform here: <https://www.econnect360.com>. A gift will be awarded for successful registration.



## Hall plan (three concurrent fairs)



**toy&edu**  
CHINA

Halls 13,  
15 – 17



Toys



Educational  
products

- ◆ International Zone features well-known and leading brands from overseas
- ◆ A showcase of products that reflect the latest market demands



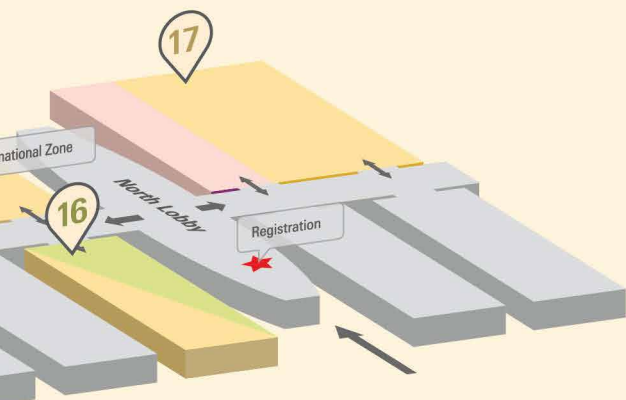
**licensing**  
CHINA

Hall 16



**Licensing & licensed  
products**

- ◆ Collaborate with licensing businesses to explore the fast-growing potential in the Chinese market



**baby & stroller**  
CHINA

Hall 17



**Strollers & ride-ons**



**Home living & lifestyle for babies & kids**



**Mother & baby care products**



**Baby & children fashion**

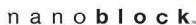


**Baby food & healthcare products**

◆ Well selected baby products and brands that fit your sourcing needs

## Participating brands in 2021

### Toy & Edu China



### Baby & Stroller China



### Licensing China



...and many more



# 2021 fairs at a glance

**Largest** toy, baby product and licensing fairs in South China



**1,413** exhibitors  
from **13** countries and regions



**82,481** visitors  
from **36** countries and regions



**130,000** sqm exhibition space

## Visitor impression



**94%** of visitors were satisfied with their visit to the fairs



**83%** of visitors plan to visit the 2022 fairs

## Tips for your stay



### Hotel

Book your accommodation through the fairs' official travel agent for the best rates available. Overseas visitors can win a free stay during the fair period. Check the fair websites for details.



### Transportation, visa and more

Detailed information about how to get to the fair venue and more is available on the fair websites.



## Visitor comment



We are a cross-border e-commerce company and I am very impressed by the fair scale. This is the perfect place to be if one wants to learn about the latest innovations and industry developments. I also joined the business matching service and I found exactly what I am looking for with the help of the organisers. I will definitely place orders afterwards.



**Mr Vega Siu, Amazon Team Leader, Xcsource Group, Hong Kong**



# Exclusive offer when you register today!



## Free hotel accommodation\*

Visit in-person: successful overseas pre-registrants can enjoy a free hotel stay.

Visit virtually: overseas buyers who join the business matching service will be prioritised for the free hotel offer for the next editions.



## E-connect 360 platform

Visit in-person & virtually: pre-arrange meetings with onsite or virtual exhibitors.



## Free interpreter service

Visit in-person & virtually: reserve an interpreter (English / Mandarin) to have a hassle-free sourcing experience.



## Free gifts

Visit in-person: a welcome bag will be given to VIP and group delegations.

Visit virtually: an e-gift card will be awarded for completing virtual meetings successfully.\*



## Fair tour

Visit in-person: a guided tour will be given to VIPs and group delegations.

Visit virtually: a tailor-made tour of the fairs will be arranged for VIPs and buyers joining the business matching service.



## Visitor badge

Visit in-person: a badge will be pre-arranged for you.

# Fair facts

## Date

5 – 7 August 2022 (Fri – Sun)

## Opening hours

5 – 6 August: 9:00 – 17:00

7 August: 9:00 – 15:00 (open to public from 12:00)

## Venue

Shenzhen World Exhibition and Convention Center  
1 Zhancheng Rd, Fuhai St, Bao'an, Shenzhen, China

## Admission

Free for trade buyers aged 16 or above

Subject to change, as of April 2022

Pre-register now to visit  
the fairs



[www.chinatoyfair.com/vor](http://www.chinatoyfair.com/vor)

## Enquiries

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### Website

[www.chinatoyfair.com](http://www.chinatoyfair.com)

[www.chinababyfair.com](http://www.chinababyfair.com)

[www.licensing-china.com](http://www.licensing-china.com)

