

Press

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Press Release

Toy & Hobby China
Baby & Stroller China
Poly World Trade Center Expo
Guangzhou, China, 8 – 10 April 2018

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Toy & Hobby China offers a stepping stone to the country's expanding licensing market

International and domestic exhibitors ready to present their competitive products

According to the International Licensing Industry Merchandisers' Association (LIMA), the global licensing market is a mature and profitable one, with sales of USD 262.9 billion in 2016. Although the US and Canada are still the leaders with 57.9% market share, the Chinese licensing market has been growing significantly with retail sales of related products reaching USD 8.1 billion in 2016. In response to this growing demand, Toy & Hobby China will once again feature an Animation and Character Licensing Zone, providing a platform for licensors, licensees and licensed product manufacturers to connect with each other. Twenty-four exhibitors including Tencent Games, Mighty Media, Semk, Pop!, Fantawild Animation, Guangzhou Riosen and Pierrot China have already confirmed to showcase nearly 70 brands such as Ultraman, Naruto, Thomas & Friends, Marvel, Boonie Bears and GG Bond in the April show.

Toy & Hobby China will be held concurrently with Baby & Stroller China from 8 – 10 April in Guangzhou, with more than 1,000 exhibitors showing a wide range of products. "Our exhibitor profile differentiates us from other industry events as most of them are manufacturers who also show a strong interest in working with licensed characters or brands. In addition, as the most renowned fair in Southern China with 30 years of history, a large number of quality visitors ranging from wholesalers, distributors and shopping malls to department stores from around China attend the fair," Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd said, explaining how the show can help participants tap into the fast-growing licensing market as well as the toy and baby product market in China.

International and domestic suppliers ready to present their competitive products

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

Given the show's prime location in Guangdong province, the largest toy manufacturing and export base in the world, a majority of the domestic exhibitors are OEMs and ODMs that offer a variety of products at competitive prices. Big names from China such as Muwan Toys, Tooky Toy, Gentle Treasure Toy, Huastar Technology and MZ Model have already confirmed to participate at this annual event. Visitors can expect to source products including electronic & electrical toys, hobby models, dolls, plush & soft stuffed toys, pre-school items & equipment products, strollers & ride-ons, baby bathtubs & toilet trainers, cribs & household products, infant clothing, footwear & accessories, scooters, tricycles, bicycles and more.

The International Zone will again welcome some of the top toy and baby product manufacturers from around the world. Taken Fun and Art from Taiwan, for instance, is a repeat exhibitor of the show. They have gained popularity in the previous editions and will present their highlighted educational blocks, Metal Art again this year. Apart from Asian countries and regions such as Taiwan, Korea and Hong Kong, exhibitors from further afield also see the potential in China as the demand for overseas products is growing. Shadez from Switzerland and Mayday Games from the US are just two of the foreign suppliers who will join the strong exhibitor line-up this April.

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

For more information, please visit www.chinatoyfair.com or www.chinababyfair.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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).

* preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de