



**toy & edu**  
CHINA



**baby & stroller**  
CHINA

Press release

March 2019

## Toy & Edu China connects industry players with Chinese market

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GZTF19 PR2 eng

**More and more overseas brands are making an effort to tap into China's market potential. To support companies to do business more effectively in this market, Toy & Edu China will invite leading industry experts to share insights on capturing the opportunities at the Toy Talks forum. Together with the Licensing Forum and a series of seminars, Toy & Edu China and the concurrent Baby & Stroller China will help participants to develop their business across the country.**

China stands for a large share of the world's toy manufacturing and consumption. Not only did its toy export figure reach USD 44.1 billion, China also imported toy products worth USD 1.82 billion in 2017. Given this huge market potential, industry giants including Hasbro, Lego, Mattel, SEGA and Toys"R"Us have already established their business in the country. These well-known brands work with local sales agents, opened marketing departments and set up their own factories to capture the high-end toy market in China.

### **Toy Talks forum returns this edition**

Aiming to offer more insights about China and the international toy market, Toy & Edu China worked together with Global Toy Experts for the first time in organising Toy Talks forum during the 2018 edition, with topics ranging from toy trends, e-commerce and brand building to character licensing and more. "If you want to be in business, China is where you want to come. The forum is invaluable for market participants to understand China and how to do business in the country," says Richard Gottlieb, CEO of Global Toy Experts and forum moderator.

As the debut received much recognition, the Toy Talks forum will return this year on 8 April with a new group of expert speakers. They include Ms Maura Regan from the International Licensing Industry Merchandisers' Association (LIMA), Ms Jo Hall from Toys"R"Us Asia, Ms Selina She from Tencent and the independent analyst Mr Christopher Byrne.

### **Diverse fringe programme enriches the show**

The licensing market in China is booming in recent years, with the toy industry keen to explore this potential. The fair organisers have therefore developed the Licensing Forum, inviting the International Licensing Industry Merchandisers' Association (LIMA) and Korea Culture Contents Licensing Association (KOCLA) to speak about the trends and

**Messe Frankfurt (HK) Ltd**  
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opportunities of the licensing markets in South East Asia, Korea and other countries. A top local animation company and a video sharing website will also share their experiences of different licensing models. The half day forum will be followed by matching sessions, targeting to connect licensors, licensees and even manufacturers on site. In addition, topics regarding domestic marketing, STEAM (Science, Technology, Engineering, Art & Mathematics) education and kindergarten business will be discussed in seminars throughout the fair.

### **Educational products presented by overseas and domestic exhibitors**

The fair's change in name from Toy & Hobby China to Toy & Edu China reflects the suppliers' increased awareness on the rising educational product market. A number of domestic exhibitors will present their latest pre-school learning systems that are capable of playing videos, translating, storytelling and having AI conversations. Moreover, amongst the brands from Australia, Denmark, Hong Kong, Japan, Korea, Russia and the US that will be exhibiting in the International Zone, buyers can also source various products designed for the education industry.

The two shows will be held again from 8 – 10 April 2019 at Poly World Trade Center Expo in Guangzhou. Apart from educational items including pre-school amusement play-sets, STEAM products, kindergarten supplies and special education needs tools, products ranging from electronic & electrical toys, hobby models, dolls, plush & soft stuffed toys, strollers & ride-ons, baby bathtubs & toilet trainers and cribs & household products to infant clothing, footwear & accessories, scooters, tricycles, bicycles and more will be showcased at the fair.

Toy & Edu 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](http://www.chinatoyfair.com) or [www.chinababyfair.com](http://www.chinababyfair.com).

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### **Further press information and picture material**

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

### **Follow Toy & Edu China and Baby & Stroller China on social media**

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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 30 locations, the company generates annual sales of around €715\* 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

Toy & Edu China  
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Guangzhou, China, 8 – 10 April 2019

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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018