



Press release

22 July 2022

## Toy & Edu, Baby & Stroller and Licensing China postponed by two weeks to 18 – 20 August 2022

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**The popular trio of Shenzhen fairs, originally scheduled to take place concurrently from 5 – 7 August, have been pushed back by two weeks following a recent increase in Covid-19 cases in the city, which the local government is moving quickly to contain. The rescheduled fairs will remain at the same venue, the Shenzhen World Exhibition & Convention Centre.**

With the exception of a recent rise in Covid-19 cases beginning on 20 July, Shenzhen has been largely successful at controlling Covid-19 over the past four months. Discussing the situation, Ms Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd, says: “Although we regret that this postponement at such short notice will create some logistical challenges for participants, in the wake of the recent uptick in Covid-19 cases, we have a responsibility to support the government’s virus control measures.”

Ms Wen continues: “Given that the original opening day was less than two weeks away, this postponement was an extremely difficult decision to make, however we are thrilled to have confirmed new dates with the venue at short notice. Taking into account the success that we achieved at last year’s fairs which attracted more than 80,000 buyers, we are confident that the rescheduled trio will act as a catalyst for further recovery, and provide a chance for suppliers to capitalise on pent up market demand. In the meantime, I would like to thank all of our stakeholders for their patience and understanding.”

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. The previous editions in 2021 attracted a combined total of 82,481 buyers and 1,413 exhibitors from 13 countries and regions.

For more information, please visit:

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

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Notes to editors:



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<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2022/SZTF22-PR8.html#download>

**Further press information and picture material:**

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

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**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. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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)

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