



Press release

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## Toy & Edu China, Baby & Stroller China and Licensing China: strong visitor traffic expected at next week's trio of fairs

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**As the first series of fairs held in mainland China for the toy, maternity & baby, and licensing industries after the reopening of borders in the country, organisers are expecting an increase in visitors returning to the fairground. Buyers will be able to source the latest products across 130,000 sqm of exhibition space at the Shenzhen World Exhibition and Convention Center from over 1,400 exhibitors representing six countries and regions. Toy & Edu China, Baby & Stroller China and Licensing China will be opening their doors from 7 to 9 April 2023.**

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, shared her thoughts on the returning shows: "We are thrilled to have these fairs opening during this peak sourcing season, and even more so in the wake of China recently scrapping a host of domestic and international travel restrictions. This means global fair participants will be able to expand their business reach in-person in one of the world's fastest-growing manufacturing hubs and consumer markets, and we are expecting to see an increase in visitor numbers and international participation as a result."

### Who's participating this year?

Bringing buyers an increased level in quality exhibitors and product variety has been a priority for the concurrent shows in recent years. For Toy & Edu China, **Colorato**, **Everite** and **MIC-O-MIC** will be staged at the special Hong Kong Pavilion located at the International Zone in Hall 15. Other globally-recognised overseas brands **Hape**, **Theo Klein** and **TY** will also join the line-up. IP brands including **L.O.L. SURPRISE!**, **Milo**, **Pororo the Little Penguin** and **Sesame Streets** will make an appearance at Licensing China in Hall 16. And in Hall 17, Baby & Stroller China will showcase the latest baby and maternity products for buyers to source, from well-known brands such as **Babybean**, **BAOBAOHAO**, **Road Mate** and more.

Strong international buyer participation has already been confirmed before the shows in the shape of three delegations from Korea and Indonesia. Led by the Korean Content Licensing Association (KOCLA), the Korea Toy Industry Cooperative and Asosiasi Mainan Indonesia respectively, over 30 overseas delegates will hit the fairgrounds during the three-day fairs. Domestic buyer groups also cannot be ignored, with at least 45 companies in different fields and regions grouped into three

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delegations.

### **Extensive industry insights**

A range of trending and cross-sector topics related to the toy, baby and licensing industries will be discussed at the fairs. Guest speakers will be covering livestreaming e-commerce, STEAM products and education innovations, licensing industry development, opportunities brought by the Metaverse and more. Here is a sneak peek of the fringe programme:

#### **Event: Greater Bay Area Brand Licensing Industry Development Forum 2023**

- Talks: Sharing and Analysing the Global Licensing Industry
- Round table discussions: How to create more attractive content for the Animation IP in Post-Pandemic; How to do Marketing in Fashion Industry

#### **Event: Perceiving the Metaverse & Empowering the New Forms of Consumption**

- Talks: Create a Boundless Community; The New Opportunities of AIGC Digital Content; Creating an IP Image in the Metaverse Era; The New Channels of Web3 and Metaverse; Futuristic AR Innovation and Design
- Round table discussions surrounding IP industry topics.

'E-connect 360' will again be available this year to help exhibitors extend their reach online. Buyers will be able to use the digital platform to schedule onsite meetings with exhibitors or look for quality products if they cannot visit the fairs in person.

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

### **Notes to editors:**

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

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

#### **Follow the fairs on social media:**

<https://www.facebook.com/SZToyFair/>  
<https://twitter.com/SZToyFair>  
<https://www.linkedin.com/in/sztoyfair/>

#### **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

Toy & Edu China  
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Licensing China  
Shenzhen, China, 7 – 9 April 2023

world. Group sales in financial year 2022 were around €450 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. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). 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 for 2022

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