

# 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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## Growing Toy & Hobby China and Baby & Stroller China fairs ideal platforms for overseas suppliers in April 2018

### Lower customs duties offer opportunities for overseas brands to enter Chinese market

Following an 11% increase in the number of visitors at the 2017 editions, overseas suppliers will once again be able to benefit from the fast-growing toy and baby product markets in Southern China at the region's leading industry events: Toy & Hobby China and Baby & Stroller China. With 30 years of history, Toy & Hobby China is regarded as one of the most effective business platforms in the region, and will be held alongside Baby & Stroller China from 8 – 10 April 2018. The enlarged 2017 fairs accommodated 1,068 exhibitors from 11 countries and regions, while more than 53,000 visitors attended. "The wide spectrum of products that are covered and the large number of manufacturers that exhibit at our shows sets us apart from other domestic fairs. Along with the escalating demand for toys and baby products in China, we are confident that the fairs will be even more popular among exhibitors and visitors in 2018," Senior General Manager of Messe Frankfurt (HK) Ltd, Ms Wendy Wen said.

### Lower customs duties offer opportunities for overseas brands to enter Chinese market

In order to encourage domestic consumption, the Chinese government recently reduced the import tariffs for 187 consumer goods. Taking effect from 1 December this year, the tariff for baby strollers is trimmed from 20% to 10%, while duties for baby diapers and special infant milk formulas are eliminated altogether. The Ministry of Finance explained that the move is to cater to citizens' improved quality of life and their growing demand for quality imported goods. "This round of customs duties cuts concentrates on products in short supply domestically, and will provide more choice for domestic consumers and guide the upgrade of domestic suppliers," the ministry said.

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This measure provides favourable conditions for overseas brands to tap

into or to further expand their business in China, as many of their products are perceived to be of higher quality than domestic products and have passed higher safety standards. A consumer survey commissioned by HKTDC on Mainland China baby and child products revealed that more than 90% of Chinese parents are increasingly concerned with the safety and quality of the products for their children. "This implies that the demand for overseas toys and baby products will keep growing, and provides the opportunity for international suppliers to seize a larger market share in the coming years," Ms Wendy Wen continued. Looking to take advantage of these opportunities at next April's Toy & Hobby and Baby & Stroller fairs, a number of exhibitors from Hong Kong, Korea, Switzerland and Taiwan have already confirmed their participation, and will present their latest products in the fair's popular International Zone.

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

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