



Press release

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Toy & Hobby China renamed Toy & Edu China to cater to the changing market demand

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In response to the increasing number of newborns since the introduction of the two-child policy in 2016, as well as the growing demand for educational products in China, Southern China's leading industry event Toy & Hobby China will be renamed to Guangzhou International Toy & Education Fair (Toy & Edu China). The fair, together with the concurrent show Baby & Stroller China, will be held from 8 – 10 April 2019, providing more opportunities for industry players to present and to source a wide range of products.

Despite the challenges in the global market, China's toy and baby product market continues to benefit from the booming education industry. According to the 2018 Q1 sales record of the popular Chinese online shop, JD.com, the top eight best selling items are educational toys. The National Bureau of Statistics reported that the educational product market value has grown from USD 1.15 billion in 2011 to USD 3 billion in 2016 while the market value of pre-school educational service also surged to USD 90 billion in 2018. "The STEM (Science, Technology, Engineering & Mathematics) concept is gaining popularity in China and parents are willing to spend more on toys and products that facilitate learning. We can also see an increasing number of educational products & services, including pre-school items, learning systems and brain-training toys on offer and a growing demand for such products from buyers at our fairs," said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, explaining the reason for the fair's change in name from Toy & Hobby China to Toy & Edu China. "We aim to enhance the business interaction between those educational product suppliers and buyers."

Ideal platforms to capture the potential in the Chinese market

China is not only the world's largest toy production base, but also a promising consumer market. According to the National Health and Family Planning Commission, there were around 236 million children aged 14 or below in 2016 and 21 million babies are expected every year. Thanks to the promising market conditions, Toy & Hobby China (Toy & Edu China) and Baby & Stroller China were both a great success in 2018 with unprecedented scale, exhibitor numbers and visitor attendance. "We are grateful that the shows have been well received as an effective business platform over the past three decades. At these shows, exhibitors succeed in promoting their brands, while buyers manage to find a wide range of quality products," Ms Wen expressed.

The two shows will be held again from 8 – 10 April 2019 in Poly World Trade Center Expo in Guangzhou. Apart from educational items, 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.

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 or www.chinababyfair.com.

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Further press information & picture material

<https://guangzhou-international-toy-and-hobby-fair.hk.messefrankfurt.com/guangzhou/en.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 2,400 employees at 30 locations, the company generates annual sales of around €669 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).

For more information, please visit our website at:

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